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PUBLISHER'S BINDING

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 1 NEW YORK, U.S.A., WEDNESDAY, JULY 1, 1959 TEN CENTS

Legion Outburst

Warner Retorts To Communist Implications

Objects to All-Inclusive Nature of Statements

By SAMUEL D. BERNS

HOLLYWOOD, June 30—Jack L. Warner, president of Warner Bros., today hit back at Los Angeles district American Legion Posts which, in a convention resolution last week termed the production community a refuge for Communists because the Academy of Motion Picture Arts and Sciences had rescinded its ban on permitting known Communists to receive "Oscars."

In addition to replying to the

(*Continued on page 2*)

Robert Perkins Retires; Was W.B. Legal Head

The retirement of Robert W. Perkins as vice-president, secretary and general counsel of Warner Bros. Pictures, Inc., was announced yesterday by Jack L. Warner, president. Perkins will continue as a member of the board and as a consultant to the company.

Robert Perkins

The Los Angeles law firm of Freston and Files will become general counsel for Warner Bros., with Her-

(*Continued on page 2*)

See 8,000 Playdates For Title Fight Film

Tremendous exhibitor demand for the Patterson-Johansson heavyweight championship fight film points to a record booking of 8,000 playdates, according to William J. Heineman, United Artists vice-president in

(*Continued on page 9*)

U.A., Sold on 'Solomon and Sheba,' Spending $1 Million to Sell World

A starting budget of more than $1,000,000 will launch United Artists' global promotion campaign for Edward Small's $6,000,000 production "Solomon and Sheba," starring Yul Brynner and Gina Lollobrigida.

Plans for the promotion, involving a special "Solomon and Sheba" unit, were revealed at a luncheon press conference at the Plaza Hotel here yesterday by King Vidor, director of the UA release; William J. Heineman, vice president in charge of distribution; Arnold M. Picker, vice president in charge of foreign distribution; and Roger H. Lewis, national director of advertising, publicity and exploitation.

"Our campaign for 'Solomon and Sheba' is the most extensive, thoroughgoing, pre-selling effort that we've ever undertaken," Lewis said. "In terms of money, man-power and activ-

(*Continued on page 4*)

Two Wall St. Groups Invest in Ziv TV

The management of Ziv Television Programs, Inc., yesterday announced that two Wall Street organizations "are making an investment" in the company. No information was available, however, as to how much money

(*Continued on page 4*)

Approve 'Denim' Theme As Fare for Screen

More than 150 representatives of civic, social and welfare organizations were in unanimous agreement yesterday that teenage pregnancy and abortion, as depicted in 20th Century-Fox's "Blue Denim," are

(*Continued on page 9*)

Russian Film Shown at Mayfair

By RICHARD GERTNER

Some panoramic views of Russia, its people, cities, and countryside, are contained in "Great Is My Country," the Soviet film which had its first public American showing at the

(*Continued on page 4*)

Fox Forms International Television Subsidiary

Twentieth Century-Fox TV International Corporation has been organized as a new subsidiary of the parent organization it was announced yesterday by Spyros P. Skouras, president of 20th Century-Fox, and Murray Silverstone, head of the International and Inter-America organizations. Alan Silverbach has been appointed managing director of the new international TV operation.

Alan Silverbach

The program represents a major

(*Continued on page 4*)

REVIEW:

Anatomy of a Murder

Carlyle Prod.—Columbia

ALL THE FASCINATION and suspense of a sensational murder case and its trial in court that Robert Traver put into his best-selling novel "Anatomy of a Murder" has been captured by producer-director Otto Preminger in his film. As a matter of fact, this is one sure instance in which the picture is better and more entertaining in many respects than the book.

The chief reason for the superiority of the film is easy to spot: It lies

(*Continued on page 9*)

$7 Million Deal

Carter May Buy Republic Control Today

Deal Includes All Yates' And Associates' Holdings

Indications late yesterday were that the long-discussed deal for the purchase by Victor Carter, Los Angeles investment broker of Herbert J. Yates' working control of Republic Pictures, will be closed this morning.

Herbert Yates

The deal involves acquisition by Carter of approximately 400,000 shares of Republic common, an unspecified number of shares of preferred and a substantial face amount of debentures for a total of about

(*Continued on page 9*)

Two Days of ACE-MPAA Meets End in Silence

Two days of informal conferences between American Congress of Exhibitors representatives and Eric Johnston, president of the Motion Picture Association of America, were terminated here yesterday without any disclosure to the trade of progress

(*Continued on page 9*)

African Production Firm Purchased by 20th-Fox

In a dispatch from Johannesburg, South Africa, the N. Y. Herald Tribune through Associated Press reports the purchase by 20th Century-Fox of African Film Productions, for $2,800,000. The company under Fox ownership will operate under the name of South African Screen Productions.

PN 1993 .M43

PERSONAL MENTION

LEO JAFFE, Columbia Pictures vice-president and treasurer, has arrived in Hollywood from New York.

•

SAMUEL GOLDWYN and MRS. GOLDWYN returned to New York last night from Boston.

•

LEO WILDER, of the Warner Brothers publicity department, has entered Mount Sinai Hospital here.

•

BRUCE EELLS, executive vice-president of United Artists Television, has returned to New York from the Coast.

•

BILL GIBBS director of the industrial and commercial films division of M-G-M-TV, will return to New York today from the Coast.

•

Committee Named for Coast Film-TV Museum

From THE DAILY Bureau

HOLLYWOOD, June 30. — The Los Angeles County board of supervisors today appointed 11 members to the newly-created Los Angeles County Hollywood Motion Picture and Television Museum Commission.

The following were named members of the commission: Sol Lesser, E. L. De Patie, Warner Brothers vice-president; screen writer Valentine Davies; E. E. England, Hollywood Chamber of Commerce; George Flaherty, representing Hollywood Labor unions; John Dales, Screen Actors Guild executive secretary; Jack Wrather, television executive; Harry Ackerman, television executive; Samuel G. Engel, Screen Producers Guild representative; Mervyn LeRoy, representing the Screen Directors Guild; and Curtis Kenyon, Writers Guild of America representative.

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Let the Prize Baby prove his superiority.
Your satisfaction will be long-lasting.
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Warner Replies

(*Continued from page* 1)

Legion, Warner by implication criticized the Academy also for "delegating (by its action) to producers alone the responsibility for engaging, honoring and encouraging known Communists."

Warner's statement in full follows:

"I am sorry to see," he said, "that the American Legion's resolution regarding the employment of known Communists in motion pictures has been interpreted as having reference to an entire industry encompassing all producers of motion pictures and the people who make them.

"The facts are strongly to the contrary. We at Warner Bros. have always avoided association with persons of known questionable loyalties.

"The action of the Motion Picture Academy of Arts and Sciences in repealing its anti-Communist credit by-law is not valid when its reason for so doing delegates to motion picture producers alone the responsibility for engaging, honoring and encouraging known Communists. It is not alone the responsibility of motion picture producers to guard against subversive infiltration. This is a manifest obligation of every organization in the United States of America.

Industry Loyalty Stressed

"The loyalties of the motion picture industry have been made evident on countless thousands of occasions when the industry has served the nation and the free world. It is unfortunate that reflection has been cast on the entire industry and all its personnel."

Yesterday, B. B. Kahane, newly elected Academy president, charged that the Legion had failed to investigate the background of the Academy's action in rescinding the Communist awards ban before adopting and publicizing its resolution condemning the Academy.

Calls By-Law 'Impractical'

"The by-law in question," he said, "was deemed impractical due to control of talent for films being the sole responsibility of the producer, and the Academy's function is to confer honors only on achievements as presented."

It is felt that Warner then took umbrage at this Academy statement's all-inclusive nature.

Highroad Productions Opens Quarters Here

Following an eight-month survey of the European scene which involved virtually every important capital of the Continent, Irving Rubine, vice-president of Highroad Productions, who has been based in London, will open world-wide headquarters here today.

'North' World Premiere In Chicago Tonight

Special to THE DAILY

CHICAGO, June 30—The eyes of this city will be turned to the United Artists Theatre tomorrow night for the world premiere of Metro-Goldwyn-Mayer's "North By Northwest." Alfred Hitchcock and Eva Marie Saint will be the stars of the evening as Chicago's famed State Street will be blocked off for the premiere activities. Thousands will gather around the theatre to see the celebrities and hear them interviewed by Norm Barry of WMAQ (NBC).

The ceremonies will be carried on the air and piped to the crowds on the street.

Producer, Two Stars Exploit 'Big Circus'

From THE DAILY Bureau

HOLLYWOOD, June 30.—The producer and two of the stars of Irwin Allen's "The Big Circus" leave here to exploit the picture in seven cities, as it has its first theatre openings throughout the country. Producer Allen flies to Denver for the opening there tomorrow, then hops to the Indiana premiere in Peru, former winter quarters of both the Col Bros. and the Walter L. Main circuses, the following day.

Rhonda Fleming planes out for tomorrow's world premiere celebration in Baraboo, Wis., where the Ringling Bros. circus originated. The premiere will highlight a celebration marking the opening of the Circus World Museum there. En route, the actress stops in Chicago for press interviews and TV appearances, and after the premiere she will attend a reception in her honor in Madison, capital of Wisconsin, and spend a day promoting the picture in Milwaukee.

Victor Mature boards the Santa Fe Super Chief for New York City, where he will meet the press prior to his departure for Europe on the liner Liberte. "The Big Circus" will open at the Roxy late next month.

Films Claims Against Japanese $2,000,000

From THE DAILY Bureau

WASHINGTON, June 30.—Seven film companies urged Congress to repay them for rental income realized by the Japanese government on their films seized in the Philippines during World War II.

Attorney Harold Leventhal told a House Commerce Subcommittee the claims amounted to about $2,000,000. He said this was a downward adjustment of the original claims filed by Columbia, Loew's, Paramount, RKO, 20th Century-Fox, United Artists and Universal.

Robt. Perkins

(*Continued from page* 1)

bert Freston, the senior partner, having been elected secretary of the corporation. Freston and Files has served as West Coast counsel for Warner Bros. and its predecessor since 1923.

In his announcement, Warner said: "It is with the utmost regret that I have accepted Bob Perkins' wish to retire from the posts he has filled so ably for so many years. For more than three decades, he has played an active role in the affairs of our company and our industry and, as an attorney and executive, he has earned a distinguished and distinctive place.

"I am pleased, however, that Bob's most valued advice and counsel will continue to be available to us and that we will be able to benefit in the future, as in the past, from his wisdom and experience."

Honored by MPA

Perkins was honored by the Motion Picture Association and film company attorneys at a dinner at the Harvard Club here last night.

Perkins became secretary, general counsel and a director of Warner Bros. in 1936. He has been a vice-president of the company since 1945. He was engaged in private law practice before joining First National as general counsel and secretary in 1925. He will continue to maintain an office at Warner Bros. here.

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(pure jet!)
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(de Luxe and First Class only)
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They're off and running; where are you?
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ONE HOUR FROM NEW YORK BY TURNPIKE & PARKWAY
In New York City, call WOrth 2-4018

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The Title with $1,000,000 worth of publicity!

M-G-M brings it to YOU FIRST!

The wild, weird world of the Beatniks! . . . Sullen rebels, defiant chicks...searching for a life of their own! The pads...the jazz...the dives . . . those frantic "way-out" parties . . . beyond belief!

THE BEAT GENERATION

M-G-M Presents AN ALBERT ZUGSMITH PRODUCTION

Satchmo's hotter than ever at the box-office

YOU CAN BANK ON M-G-M

Starring

STEVE COCHRAN · MAMIE VAN DOREN · RAY DANTON · FAY SPAIN
MAGGIE HAYES · JACKIE COOGAN and LOUIS ARMSTRONG AND HIS ALL-STARS

Guest Stars CATHY CROSBY · RAY ANTHONY · DICK CONTINO · IN CINEMASCOPE

Written by RICHARD MATHESON and LEWIS MELTZER · Directed by CHARLES HAAS

Soviet Film

(*Continued from page* 1)

Mayfair Theatre here last night where it began a limited engagement.

The film is being presented in the U.S. by the Ministry of Culture of the U.S.S.R. in conjunction with the Soviet Exhibition of Science, Technology and Culture now at the New York Coliseum as a part of the cultural exchange program between the two countries. The American Trade Fair and a showing of Circarama, the Walt Disney wide-screen process, will take place in Moscow later this summer.

Novelty Appeal Present

For Americans "Great Is My Country" has some obvious novelty appeal in providing a look at life in modern-day Russia. It takes the spectator on a tour of Moscow with its modern buildings and wide streets; to ancient Leningrad; and to the Ukraine with its many towns housing the miners of the Donets coalfields. There are also glimpses of Siberia, that fabled land of exile, which is shown today as transformed from wasteland into large agricultural projects.

There is further provided a fascinating look at the Baku oil-producing fields around the capital of the Azerbaijan Republic on the Caspian Sea. Shown is one entire oil town built on steel piles in the middle of the vast expanse of water 60 miles from shore!

Of Travelogue Nature

In spite of these attractions, however, "Great Is My Country" is ultimately a somewhat flat and disappointing travelogue. The material was put together in haphazard fashion without any general pattern or design, and the commentary accompanying it is deadly. It consists of questions and answers about what is shown, with a woman commentator making queries in naive, wide-eyed wonder and a male guide supplying the answers in true Chamber-of-Commerce style.

And the climax of the film is really an anti-climax, consisting of a hodge-podge of scenes from the sixth world youth and student festival held in Moscow back in 1957. An impression of sound and fury—and little else—emerges from these episodes.

Duplicates Cinerama

While some of the subject matter of "Great Is My Country" has novelty value, as noted, there is nothing new for Americans in the screen technique employed. The Soviet process Kinopanorama (changed at the last minute here from Cinepanorama) is a straight copy of the American Cinerama, introduced back here in 1952. Three cameras and three projectors are employed in the Russian process also with sound recorded on nine tracks. The color, called Sovcolor, is good.

As shown at the Mayfair Kinopanorama looks like Cinerama in its earlier and rougher stages; the Russians have not perfected the process to any noticeable degree. On numerous occasions they emulate the famed Cinerama roller-coaster ride technique, photographing scenery from a boat, train, or car at a fast and dizzying speed.

The film is being projected at the Mayfair with American Cinemiracle equipment, a portable unit having been installed in the rear of the orchestra. Projection is head-on from a single booth to a screen 60 feet wide and 25 feet high with a curvature of 43 degrees. Sound is reproduced in three speakers behind the screen and three each on either side of the main auditorium.

A Sovexportfilm release, "Great Is My Country" was made at the Moscow Popular Science Film Studio. R. Karmen was director and producer and Z. Feldman co-director. The running time is 90 minutes, with a 15-minute intermission being employed at the Mayfair.

Big U. A. Drive for 'Solomon'

(*Continued from page* 1)

ity we are going all-out to develop and exploit the film's enormous boxoffice potential.

"This is the first time in our history," he said, "that we have ever used a special unit to promote one of our films."

Vidor said "Solomon and Sheba" is the most exciting vehicle of mass entertainment that he has ever been associated with. Emphasizing its built-in production and promotion values, he cited the international popularity of its stars, the universal appeal of the Biblical tale on which it is based; and the action and stature of the production filmed in Technirama and Technicolor on location in Spain.

Heineman said distribution patterns are being formulated to insure maximum selling impact. The nation's exhibitors, he said, can anticipate the very highest boxoffice results comparable to the biggest grossing pictures.

Heineman, Lewis to London

Heineman said he and Lewis will go to London in about two weeks to see a rough cut of the picture, after which distribution plans for it will be set.

"I know exhibitors want this picture as quickly as possible," Heineman said. "We could sell it by telephone. But we will have to decide whether it would be better to play it slowly at first. We'll know after we've seen it."

Picker, who saw "rushes" and other footage from the production in London several weeks ago, enthused over it, saying it "out-DeMilles DeMille." The usually restrained foreign sales head called it "the most important picture our company has ever handled." He said sales and promotion campaigns were being developed in the company's overseas exchange areas as part of an overall plan to reach and penetrate the broadest possible international market.

Lewis disclosed that the "Solomon and Sheba" special unit headed by Jonas Arnold and Lois Weber under the supervision of Fred Goldberg, Lewis' executive assistant, is already at work developing and coordinating specially prepared materials and promotions aimed at specific audience segments. Miss Weber and Arnold are preparing the all-media promotion at national headquarters in New York, with Jack Goldstein campaign coordinator for the East and Teete Carl campaign coordinator for the West.

In addition, Lewis revealed, the unit will be supplemented by various promotion experts in the fields of religion, art, education, literature, church, civic and community organizations to generate the widest possible audience interest in the film in advance of its national release date in December. All told, some 25 exploitation specialists will be used in specialized areas of promotion, in addition to the company's field force now operating at peak level.

Symen Shimin has been commissioned to do a 40 x 11-foot mural which will be a key item in the publicity campaign planned for the film.

50 Key Cities Dated

In the next five months local level campaigns embracing all media will be developed in three separate stages in some 50 key cities in the U. S. and Canada. The overall campaign is designed to penetrate every audience potential of the world market, Lewis said.

Heavy cooperative advertising, a major trade press ad campaign, off-the-amusement page advertising, heavy radio and television penetration, national magazine, Sunday supplement, special tv featurettes and newsreel clips and numerous other advertising promotion activities are included in the campaign.

The press interview was followed by a feast fit for a Solomon—or Sheba—in the Baroque Room of the Plaza, during which Vidor presented the trade press representatives with engraved Tiffany medallions.

Two Wall St. Groups

(*Continued from page* 1)

was involved or whether the deal put the control of the company in the hands of F. Eberstadt and Co. and Lazard Freres and Co., the investors.

F. W. Ziv, chairman of the board, and John L. Sinn, president, reported jointly that the Eberstadt-Lazard investment will not affect the executive slate of the TV programmer, nor will it bring about any changes in operations.

Mrs. Rebecca Schwaber

BALTIMORE, June 30.—Funeral services have been held here for Mrs. Rebecca Schwaber, 94, mother of Milton Schwaber, head of Schwaber Theatres. Two other sons and two daughters survive, also 17 grandchildren and 34 great-grandchildren.

Gala Premiere Tonight For 'Murder' in Detroit

Special to THE DAILY

DETROIT, June 30.—Otto Preminger's "Anatomy of a Murder," chosen as Michigan's "Product of the Year," will have its world premiere here tomorrow night following two days of celebration and two months of promotional activities. Attending the gala opening at the United Artists Theatre will be motion picture celebrities, civic officials, top industry representatives, a full press corps, and prominent Michigan citizens.

Highlight of the pre-premiere activities will be a parade from the Detroit City-County Building to the United Artists Theatre in honor of the film. The parade, which will be staged in cooperation with the "International Freedom Festival," marks the first time the famed Royal Canadian Mounted Police are participating in a motion picture premiere. All of the visiting celebrities will be in the line of march.

Press Conference Held

Preminger, now here for the event, spoke at a press conference today, comparing the value of the screen and newspapers as informational media, pointing to the value of each as an instrument for bringing the truth to the public.

Host at the luncheon was Arnold Hirsch, of the *Detroit Times*.

Fox Subsidiary

(*Continued from page* 1)

policy change, it was said. While heretofore the activities of Twentieth Century-Fox centered chiefly around its studio produced films, the new foreign TV set-up will offer its complete services as agents to independent producers of quality programs, in addition to distributing the TV material produced by the company. Furthermore, the company will distribute TV series produced abroad and will be actively engaged in foreign co-production and TV investments as part of its diversified program.

All Facilities Available

Although the TV company will operate as a separate unit, Twentieth Century-Fox will put all facilities of its organization throughout the world at the disposal of the new subsidiary.

Twentieth Century-Fox TV International will be engaged in all aspects of television. It will offer independent TV film producers an opportunity to associate themselves with a major distribution organization.

After taking part in conferences at the home office, David Raphel, managing director of the TV company in Europe and England, and Ernest Turnbull, who will head the company's activities in Australia and New Zealand, have returned to their headquarters.

Silverbach joined Twentieth Century-Fox International in 1946. He has acted in various sales executive capacities and became foreign sales supervisor in 1957.

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THE BIGGEST THEATRES
ARE CLIMBING
ABOARD

THE BIG CIRCUS BOX OFFICE BANDWAGON!!!

...the BIG ONE from **ALLIED ARTISTS!**

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ALLIED ARTISTS *proudly presents* A SHOWMAN'S DREAM COME TRUE!

Here is the all-time great behind-the-scenes drama of The Biggest Show In The World! The spectacular story of the tinsel and tanbark empire...alive with danger and daring... burning rivalries...undying loves! Nowhere in the world but under the Big Top are there people like these...nowhere such excitement...such laughter...such unending thrills!

IRWIN ALLEN'S PRODUCTION OF

THE BIG CIRCUS

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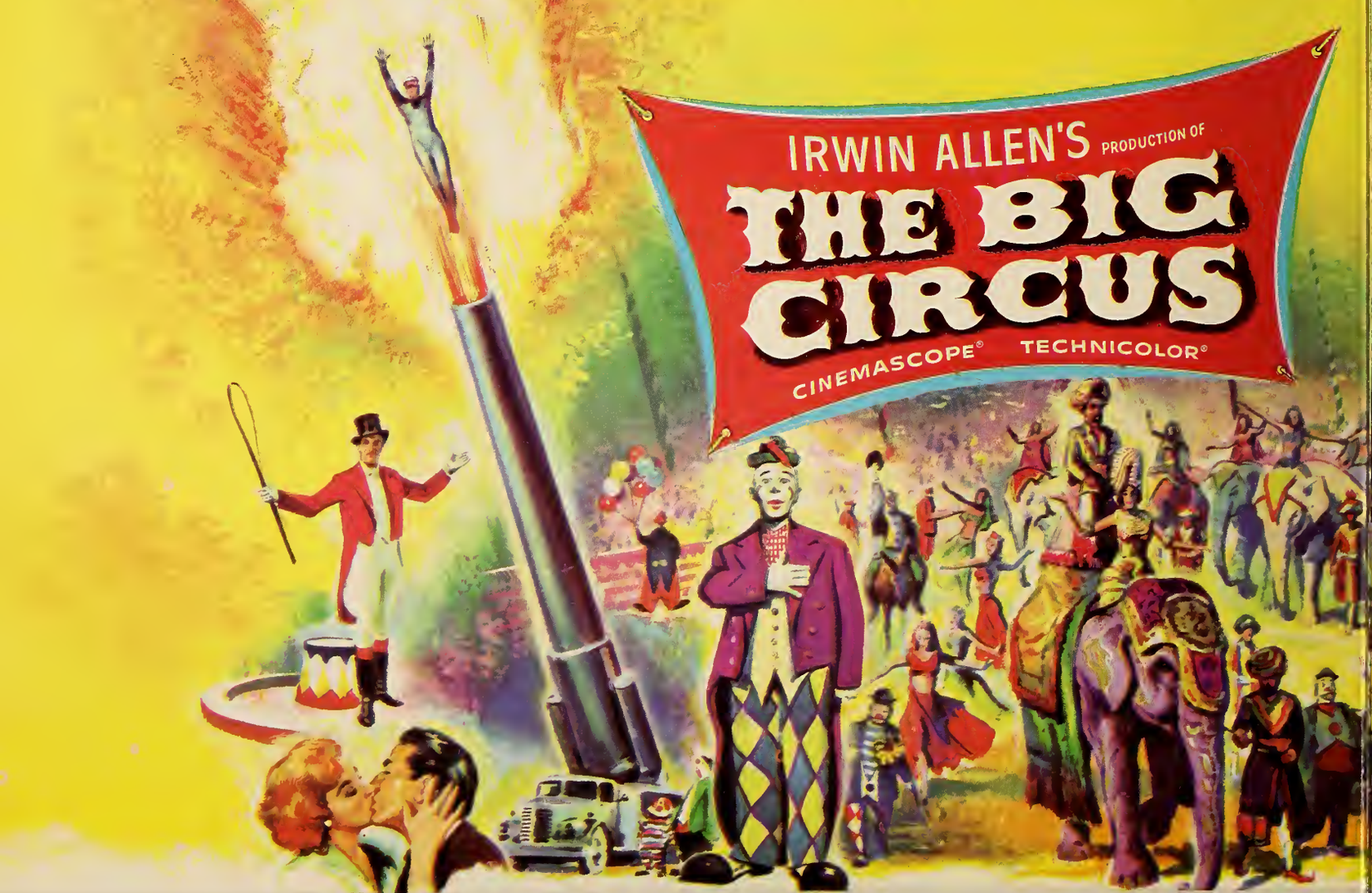


Produced by IRWIN ALLEN • Directed by JOSEPH NEWMAN • Based on a Story by IRWIN ALLEN

PETER LORRE

DAVID NELSON

Guest Star

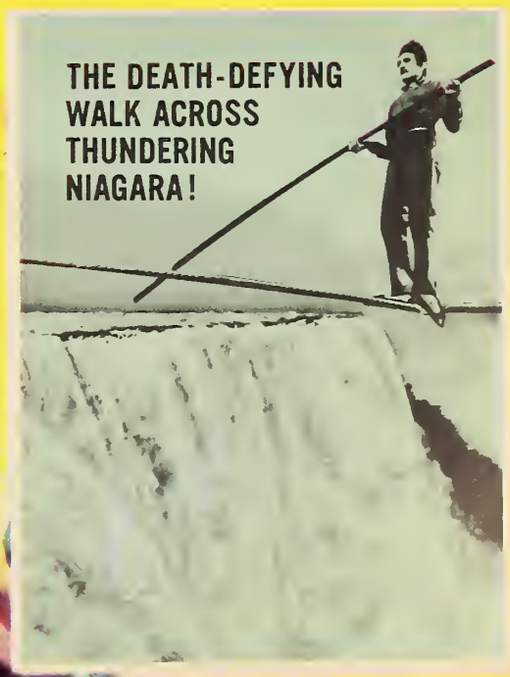
STEVE ALLEN

AND CO-STARRING

GILBERT ROLAND

AS THE AERIALIST

with ADELE MARA
and the
WORLD'S GREATEST
CIRCUS ACTS



HEAR THE HIT TUNE!
"THE BIG CIRCUS"
by SAMMY FAIN &
PAUL FRANCIS
WEBSTER

Screenplay by IRWIN ALLEN and CHARLES BENNETT and IRVING WALLACE •

THE NATION'S LEADING SHOWMEN UNANIMOUSLY HAIL ALLIED ARTISTS' "THE BIG CIRCUS" AS THE SEASON'S PERFECT BLOCKBUSTER!

It's the picture with **something for everyone**... stars... story... excitement... color! Its appeal reaches into the hearts of every age... kids... teenagers... adults. To those who have never seen a circus... to those who remember them fondly — "THE BIG CIRCUS" is an attraction without equal in our times!

BOOKED FOR THAT PRIME SUMMER PLAYING TIME!

Across the land — from the Roxy, New York to the Golden Gate, San Francisco... from the Saenger, New Orleans to the State-Lake, Chicago — the top flagship houses, border-to-border, coast-to-coast are set for "THE BIG CIRCUS" profit parade!

PRINTED IN U. S. A.

Republic Buy

$7,000,000. There are 2,000,000 com-
(*Continued from page* 1)
mon shares outstanding.

The securities represent the complete holdings of Yates and several of his associates, including Ben Goetz, in Republic Pictures.

If the deal is closed this morning as expected, the Republic board of directors at its meeting this afternoon will elect a new slate of directors. The new board will meet thereafter and elect officers, with Carter to be named president succeeding Yates. The latter is expected to retain some identification with the company he founded in 1935 as an outgrowth of his laboratory operations begun in 1918 and which he has headed since.

The company discontinued film production about two years ago and since has rented studio facilities to television film producers. Consolidated Film Industries, the laboratory company, and Consolidated Molded Products are the two principal affiliated operations.

In recent years numerous overtures have been made to Yates for purchase of his controlling interest, none of which were consummated.

Carter's negotiations were begun months ago and reached the stage last spring at which an option was issued to him, which presumably expires today.

Two ACE-MPA Days

(*Continued from page* 1)
achieved, if any, or of the subjects discussed.

It was stated that no date had been set for another meeting of ACE's executive committee with the exhibitor relations committee of MPAA. The first and only meeting of the two to date was held in mid-May, at which time spokesmen for both sides said that another meeting would be held "within a month." Meeting with Johnston were S. H. Fabian, ACE chairman, and Sol A. Schwartz, chairman of ACE's distributor relations committee.

It was learned that Johnston, who left yesterday by plane for Paris, will not be available for a meeting with ACE before mid-July, at the earliest. With many people vacationing at that time, it was suggested that a meeting then was uncertain.

Johnston was accompanied to Europe by J. Griffith Johnson, Motion Picture Export Ass'n. vice-president. The two will hold preliminary conferences in Paris on a new French film agreement.

Approve Theme

(*Continued from page* 1)
suitable and important subjects for screen treatment.

The group, which saw a rough cut of "Blue Denim" at the 20th-Fox Little Theatre here yesterday, included Anna M. Kross, commissioner of correction, New York City; Florence M. Cormack, New York City Youth Board; Kenneth Gordon, Child Welfare League of America; Sally Ehrlich, National Conference of Social Welfare; and Catherine Edwards, *Parents' Magazine*, Radio and TV commentator Arnold Michaelis moderated a discussion following the screening.

Anatomy of a Murder

CONTINUED FROM PAGE 1

in the wonderful aptness with which Preminger has cast his actors in every role right from the leads down to the briefest bit part. Talent-loaded players like James Stewart, Lee Remick, Ben Gazzara, Arthur O'Connell, Eve Arden, Kathryn Grant, and George Scott, among others, bring the characters much more vividly alive than they ever became in the pages of the novel. And a new star makes an unusual and auspicious debut—Joseph N. Welch, the Boston attorney who rose to national fame in the U. S. Army—Senator McCarthy hearings some years back.

That much said, it is obligatory in a review to point out that some of the dialogue in "Anatomy of a Murder" sets a precedent in boldness and candor on the screen. As many people already know through the novel, the murder in the story revolves around a rape, and it is a key issue in the case for the defense to prove that the rape actually occurred. Questioning and testimony in the courtroom on this involve such expressions as "having sexual intercourse," "using contraceptives," and references to tests for sperm, among other blunt things. To read this in a novel, where such frankness has become customary, is one thing; to hear such words from the screen is startling, to say the least. Exhibitors should know that some of their patrons are going to be shocked and offended by this aspect of the film.

In other respects, also, Preminger and his script writer, Wendell Mayes, have closely followed the Traver original, except for introducing a surprise witness for the defense at the climax to give testimony and produce evidence that clinches the outcome. This is a clever stroke that ends the film with a bang.

The book was long, and so is the picture, which runs two hours and 40 minutes. It is no exaggeration, however, to say that interest is steadily sustained. The first hour or so is spent in getting ready to take the case to court. A young army lieutenant has killed a tavern owner in a small town in the Upper Michigan peninsula after the man allegedly raped his wife. A local attorney agrees to defend the service man and decides to build his case on the theory that the crime was committed as an "irresistible impulse." On this plea he eventually gets his client off.

IN THE EARLY part of the picture the interest is caught and held by the highly intriguing nature of the characters involved. Stewart endows the defense attorney with his pleasant personality, suggesting a shrewd streak underneath the casual exterior. Two of his co-workers, his secretary and an aging lawyer crony addicted to drink, are interesting, too—thanks to the playing of Miss Arden and O'Connell.

And there is a definite air of mystery about the client and his wife. The lieutenant, as enacted by Gazzara with a cold and distant manner, is cocky and insolent, certain at first that he can beat the rap by pleading the "unwritten law" that a man has the right to kill the attacker of his wife. And the latter is a sly and seductive lady, in the person of Miss Remick, who doesn't seem to take her husband's plight too seriously, either, and even tries to seduce Stewart on one occasion. Lurking in the background is another provocative female, the daughter of the murdered man. She is portrayed by Miss Grant.

The picture moves swiftly for the most part in the first hour, but it really shifts into high gear when the trial begins. Preminger has staged what is probably the longest courtroom sequence on film, for the whole rest of the picture—over an hour and a half—is devoted to it except for a very few brief excursions outside.

And what a fascinating trial it is! Preminger parades a stream of witnesses on the stand with clever, amusing or shocking things to say. The attorneys clash with each other over legal issues and fence and parry with the witnesses with many a stern or witty reprimand from the wise old judge that Welch professionally plays. Scott is also an important factor in these scenes; he is superb as the prosecutor from out-of-town who lives up to his reputation for being under-handed and merciless in his courtroom tactics.

Contributing mightily to the effect of the whole are the location photography (the film was shot entirely in Marquette County, Mich.), the ingenious credit titles by Saul Bass, and a smart jazz score by Duke Ellington.

Running time, 160 minutes. Adult classification. Release, in July.

RICHARD GERTNER

IMG Voted $2,750,000 In Senate-House Confab

From THE DAILY Bureau

WASHINGTON, June 30. — Senate-House conferees have agreed to allot $2,750,000 for the Information Media Guaranty program in the year starting tomorrow. This is $750,000 below the $3,500,000 requested by the Administration for the program, and will probably result in a program slightly below the level for the year just ended. Under the program, the U.S. Information Agency guarantees film distributors, book publishers and others that they will be able to convert their earnings in certain foreign countries.

The House had originally voted $2,500,000 and the Senate $3,000,000. The conferees split the difference.

U.S.I.A. officials won't know for another few weeks just how large a program they can carry on with the new appropriation.

See 8,000 Playdates

(*Continued from page* 1)

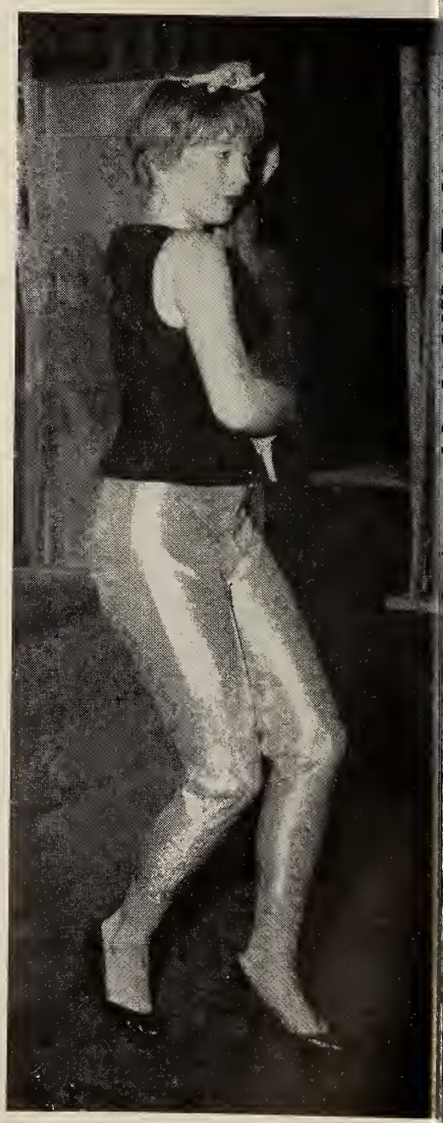
charge of distribution. He said that within the first 24 hours after the film was printed it was booked by 1,000 theatres. Laboratories worked overtime processing 800 prints.

20th-Fox Promotion fron

Booming business and increased activity have sent reams of copy out of the 20th-Fox offices of late. Studio activity is high, while the promotional wheels of the company are also moving at a rapid pace. Here, (l to r) 20th exploitation director Rodney Bush, manager Eddie Solomon, cnd Cleveland-Detroit area representative Adrian Awan go over plans for "The Man Who Understood Women," September release.

Ed Sullivan (behind desk at right) and Ira Tulipan, publicity director and manager, respective meet with members of the publicity staff to discuss build-up of new star May Britt, who stars "The Blue Angel," Jack Cummings production set for Labor Day release. The production been announced as one to receive one of the most elaborate campaigns in film company hist

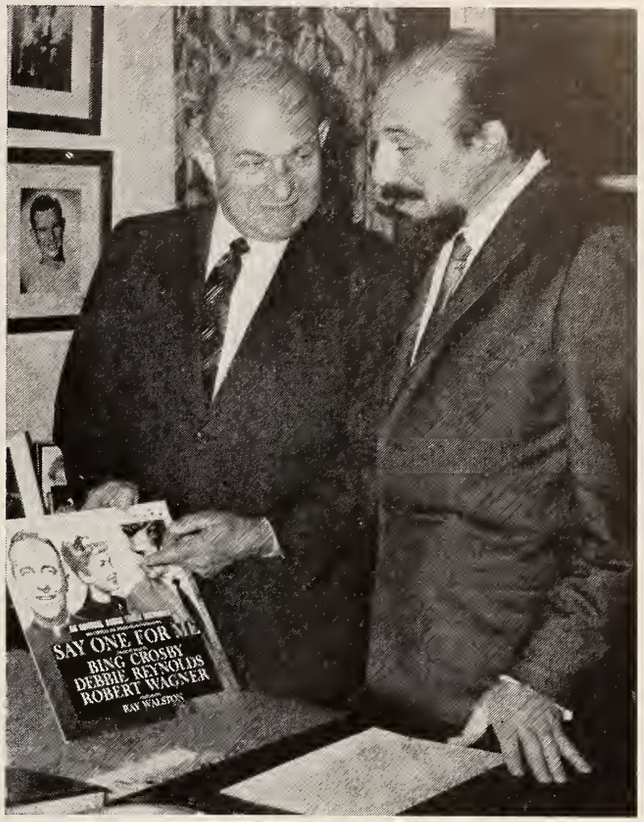
In Hollywood, top boxoffice star Shirley MacLaine goes through a dance rehearsal for "Can-Can," soon to go before the Todd-AO cameras under the direction of Walter ("The King and I") Lang. With Shirley will be an all-star array, headed by Frank Sinatra, Maurice Chevalier and newcomer Barrie Chase in the 20th production.



"Blue Denim," 20th's soon-to-be-released drama of teen-agers and their emotional problems, receives special handling by the 20th Advertising department. At right, Abe Goodman, advertising director, sets "Denim" stars Carol Lynley and Brandon De Wilde for special photography layouts to be utilized in the campaign. Aiding Goodman is art department visualizer Harold Van Riel. Noted New York photographer Lester Krauss, awaits the set-up.

Coast to Coast in High Gear

At the 20th studios, work is begun on Jerry Wald's production of "Beloved Infidel," based on the memoirs of columnist Sheila Graham. Miss Graham has personally been promoting the attraction, even before a single camera rolled. Here she poses with Deborah Kerr, who will play the CinemaScope Sheila Graham, to Gregory Peck's F. Scott Fitzgerald.



Part of the success of 20th's current blockbuster "Say One For Me," has been attributed to the joint promotional effort of Columbia Records and 20th-Fox in selling "Say One" via the original cast—Columbia Records LP. At a recent planning session were 20th vice-president Charles Einfeld and Columbia Records director of Artists and Repertory, Mitch Miller.

Martin Michel, 20th radio and television director gives top disc jockey William B. Williams of WNEW a copy of Mitch Miller's recording of the title tune from "Holiday for Lovers." The David Weisbart-Henry Levin attraction is a July release. A spectacular music-record-TV promotion has been planned.

Another of the big promotions being launched by 20th this Summer involves "The Best of Everything" and Interstate Theatres of Texas. Linda Hutchings (shown below being made up for her role) will be Miss X until she receives a new name via a contest.

New star Fabian (center), set to make his film debut in Jerry Wald's "The Hound Dog Man," arrives on the "Fabian Publishing Company" set (no connection) of "The Best of Everything." He is joined by "Hound Dog" co-star (left) Stuart Whitman and "Best" star Stephen Boyd.

Million-Plus 'Solomon and Sheba' Send-Off

Roger H. Lewis, UA promotion chief, stresses the global aspect of the million-dollar-plus campaign as King Vidor looks on.

Director King Vidor and top United Artists sales and promotion executives tell the trade press about the company's million-dollar-plus global promotion in behalf of Edward Small's $6,000,000 Biblical spectacle "Solomon and Sheba." The giant presell, the most ambitious in UA history, is being backed by a starting budget of more than $1,000,000 and the first special promotion unit ever established by the company. Details of the blue-chip promotion campaign were revealed at a luncheon press conference in New York's Plaza Hotel yesterday. The UA release, starring Yul Brynner and Gina Lollobrigida, is a December release.

Vidor displays a gold medallion from Tiffany' inscribed to each member of the trade press an presented by the director at the luncheon.

Left to right, William J. Heineman, vice-president in charge of distribution; Robert H. Lewis, national director of advertising, publicity and exploitation; King Vidor; and Arnold M. Picker, vice-president in charge of foreign distribution, outline elaborate sales and promotion plans for the six-million-dollar production at yesterday's luncheon press conference in the Plaza Hotel.

The first special promotion unit in UA history, under the supervision of Fred Goldberg, second from left, is headed by Jonas Arnold, right, and Lois Weber, with Jack Goldstein, left, and Teete Carl, second from right, as Easter and Western campaign coordinators.

UA vice-presidents Picker, left, and Heineman, right, with promo tion director Lewis examine one of several "Solomon and Sheba blowups spotlighted at the conference. A gold-service luncheo in the Baroque Room followed the meeting, attended by trad press editors and representatives and top officials.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 2 NEW YORK, U.S.A., THURSDAY, JULY 2, 1959 TEN CENTS

'Equal Rights'

Tex. Drive-Ins Win Victory On Clearance

Can Now Play Product Day-Date with Suburbs

Special to THE DAILY

DALLAS, July 1.—Drive-in theatre owners here have won the right to bid for product on the same basis as indoor suburban theatres. The outdoor operations will thereby now be able to show films on a 31-day clearance after the closing date of the downtown theatre engagement.

Instrumental in bringing about the drive-in victory, which will also affect theatres in Ft. Worth, Houston, and San Antonio, were Claude Ezell and Associates, owners of Bordertown Theatres. Bordertown operates 40 drive-ins in Texas with eight in Dallas.

Brandon Doak, chief booker and buyer for Bordertown, said battle for "equal rights" to product with suburban houses has waged for a long time. It came to a head when Ezell and Associates, armed with legal counsel, went after the changes by visiting exchange offices in New York

(*Continued on page* 18)

Report Nationwide Use Of B-B Radio Records

Use of Compo's business building records for radio started yesterday over a nation-wide front, Charles E. McCarthy, Compo information director, reported.

McCarthy listed these developments:

New York metropolitan exhibitors

(*Continued on page* 19)

Legion Rates 'Anatomy' In 'Separate' Class

The National Legion of Decency announced that it had placed the Columbia picture, "Anatomy of a Murder," in its Separate Classification with the following observation: "The clinical analysis with which the sub-

(*Continued on page* 18)

"Porgy and Bess" Section

PAGES 3-15

"Samuel Goldwyn Presents"

"SAMUEL GOLDWYN PRESENTS" is an eloquent legend that has decorated the main title of many distinguished motion pictures. The legend last week made its latest appearance with the introduction to the screen of "Porgy and Bess." That this newest subject presented by Samuel Goldwyn is a worthy companion of the best that have gone before there is no doubt.

"Porgy and Bess," which has been variously staged from time to time since it first dawned like a clap of thunder upon the theatre-going public all around the world, is only now for the first time seen in all of its potential dramatic and musical brilliance in this Goldwyn production.

The production bears an impress of superlative quality in its every facet of direction, vocal and instrumental rendition, acting, photography, recording and staging.

"Porgy and Bess" in every detail mirrors Samuel Goldwyn's uncompromising insistence upon quality. And accordingly it is truly representative of the finest of the matured art of motion pictures.

As it has been said that every great institution is the lengthened shadow of a person, it may well be observed that this superlative accomplishment of the screen is the lengthened shadow of Samuel Goldwyn. In it he has given full rein to a characteristic determination never to be satisfied with anything less than the best obtainable.

In it he has achieved the peak performance in a career studded with significant successes in bringing the best in entertainment to the theatre-going public of the world.

MARTIN QUIGLEY

Gruenberg Gen. Manager For NTA Pictures, Inc.

Leonard S. Gruenberg has been named general manager of NTA Pictures, Inc., U.S. theatrical releasing subsidiary of NTA International, Harold Goldman, president of NTA International, announced yesterday. In his new post Gruenberg will be responsible for all sales and distribution activities for NTA Pictures.

Gruenberg joined National Telefilm Associates last February when

(*Continued on page* 18)

Great Plains Groups Plan B-B Campaigns

Special to THE DAILY

MINNEAPOLIS, July 1—Representatives of the five distribution areas in the Midwest, gathered at the Leamington Hotel here, discussed the future release of pictures in the Great Plains area.

The Great Plains Business Builders, headed by Myron Blank of Des Moines, laid plans for the campaigns

(*Continued on page* 18)

Yates Sells

Rep. Control Goes to Carter And Associates

L.A. Industrialist Named President; Yates Chairman

Effective working control of Republic Pictures passed to Victor M. Carter, Los Angeles industrialist, yesterday from Herbert J. Yates, founder of the company and its head for 46 years.

Carter was elected president of Republic succeeding Yates at a board meeting which followed the closing of the deal. Yates will continue with the company, having been elected chairman of the board.

A group of business and financial associates of Carter's acted with him in the deal. Moreover, members of Yates' family and several other important Republic stockholders joined him in disposing of their holdings to the Carter group.

No details of the transaction were disclosed officially but it was reported by several close to the principals

(*Continued on page* 2)

Files for N.Y. License To Show 'Chatterley'

Special to THE DAILY

ALBANY, July 1—Ephraim London, attorney for Kingsley International Pictures in its successful appeal to the U.S. Supreme Court to revoke a New York state ban on the film "Lady Chatterley's Lover," has applied to the Motion Picture Division of the State Eductaion Dept. for a seal to exhibit the French-made film.

Revealing this here, Dr. Hugh M.

(*Continued on page* 16)

See Way Clear for 'Lady' In R.I. and Maryland

The U.S. Supreme Court ruling which this week cleared the way for exhibition of "Lady Chatterley's Lover" in New York State should also solve problems blocking release of the picture in two other situations,

(*Continued on page* 16)

PERSONAL MENTION

CHARLES EGAN, Motion Picture Export Association representative for Southeast Asia, has left for a trip to Thailand, Cambodia, Vietnam and Burma.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, will return to New York tonight from Newburgh and other upstate cities.

•

HARRY STONE, Motion Picture Association representative in Brazil, and MRS. STONE have returned to Rio de Janeiro from New York.

•

HONEY SANDERS, television actress and vocalist, will leave here today for Europe.

•

LEX BENTON, president of Benton Bros. Film Express, Atlanta, is recuperating at home there following hospitalization.

•

ARLENE MARX of Cleveland has announced her engagement to WILLIAM STEEL, son of JEROME STEEL, Ohio circuit operator.

•

WILLIAM PALMER, Motion Picture Export Association Indonesian representative, is in New York for a short visit.

•

ROSEMARY DE CAMP has returned to New York from London via B.O.A.C.

•

DELBERT MANN, director, has arrived here from Hollywood.

•

DONALD T. GILLIN, producer's representative, is in Chicago from New York.

New Kahane Contract

HOLLYWOOD, July 1.—Signing of a new contract with B. B. Kahane, vice-president of Columbia Pictures since 1936, was announced today by A. Schneider, president, and S. J. Briskin, vice-president in charge of production and West Coast operations for the company. Kahane will continue active service with the company until the end of 1960 whereupon a term of advisory services will commence.

No Paper Tomorrow

Motion Picture Daily will not be published tomorrow, Friday, July 3, in observance of Independence Day.

Republic Control to Carter

(*Continued from page* 1)

that approximately 400,000 shares of Republic common and a substantial amount of preferred and debentures changed hands. The aggregate sale price was estimated at about $7,000,000. There were approximately 2,000,000 shares of Republic common outstanding.

The principal operating subsidiaries of Republic are Consolidated Film Industries and Consolidated Moulded Products. Republic's West Coast studio has been operated for the past several years as a rental lot for television film producers, Republic having discontinued production of theatrical films and disbanded its distribution organization in 1957.

Republic was the first large company to sell its theatrical film backlog — both pre-'48 and post-'48—to television.

At its meeting yesterday the Republic board expressed its appreciation of Yates' contributions to the company's welfare over the years in which it grew from its modest beginnings to its present stature. By continuing as chairman of the board, a company statement said, Yates will be in a position to continue to render "his assistance and invaluable advice to the corporation."

"The substantial investment of Carter and his associates in Republic Pictures," the statement continued, "evidences their faith in the future of the company and by adding new strength to the corporation will enhance its future prospects."

There was no indication whether Carter planned to resume theatrical film production or to adopt other major policy changes after taking the Republic helm. He is scheduled to return to the Coast tomorrow.

Decision in Embassy 'Trust' Case July 27

Special to THE DAILY

SAN FRANCISCO, July 1.—Chief Federal District Court Judge Louis Goodman today set July 27 for the re-trial of the Embassy Theatre $8,000,000 monopoly suit against eight major distributors, which was heard last year by the late Judge Edward P. Murphy and whose sudden death prevented a decision in the case.

There appeared, however, an outside chance that the long drawn out case might not be re-tried but will follow the pattern set last Monday in the Samuel Goldwyn anti-trust case and be submitted on the record of the previous trial, also left uncompleted by Judge Murphy's death.

This means that a new judge will be named to read the transcript and give a decision in Goldwyn's case. If, by July 27, opposing counsel in the Embassy case mutually agree to a similar course of action, there will be no new trial. If there is no such accord among the litigants, Judge Goodman will assign a judge, this time with a jury, to start hearing the case all over again.

On the same day, Judge Goodman will announce the name of the judge to start reading the Goldwyn transcript, which ran to more than 6,000 pages, plus several thousand in depositions and occupied 43 trial days before Judge Murphy.

Miller Leaving Roxy

William Miller, vice-president of the Roxy Theatre in charge of operations, has resigned that position after 25 years with the theatre. Following a short vacation he will assume similar duties, to be announced later, with a large off-Broadway organization.

Congress Completes Bill For the IMG Program

From THE DAILY Bureau

WASHINGTON, July 1.—Congress sent the President a bill appropriating $2,750,000 for the Information Media Guaranty Program in the coming 12 months.

The Administration had asked $3,500,000. The House had voted $2,500,000, the Senate $3,000,000, and the Senate-House conferees compromised at the $2,750,000 figure. The compromise bill was approved in both the Senate and House today, sending the measure to the White House.

The funds, far less than the motion picture industry had asked, would probably cut the program back slightly below the level of the past year. The program guaranties convertibility of earnings of film companies, book publishers and other media operating in certain foreign countries.

The final bill appropriates $101,557,300 for the U. S. Information Agency for the coming year, $4,554,000 less than the Administration asked. The agency had $101,673,800 during this past year. The Motion Picture Division would get about $5,352,100 for the coming year, some $400,200 less than it had hoped to get. It had $5,293,100 during the past year.

Play Lynley Trailer

Both the Astor and Victoria Theatres will play the Carol Lynley new personality trailer beginning this weekend, a month in advance of the opening at the Victoria of "Blue Denim," in which the young actress stars. RKO theatres across the nation and Fox West Coast Theatres are also playing the Lynley trailer.

To Honor Preminger With Theatre Plaque

From THE DAILY Bureau

LOS ANGELES, July 1—For his "consistent high quality in screen entertainment and his many contributions to the motion picture industry" producer-director Otto Preminger will have a plaque installed in his honor in the Stanley Warner Theatre, Beverly Hills, tomorrow. His latest film, "Anatomy of a Murder," opens its exclusive Los Angeles engagement at that theatre the same day.

The award, second of its kind in the theatre's 27-year history, will be made in the Gold Room the night the film begins its Los Angeles engagement. The only other film maker to be so honored was the late C. B. De Mille, November 15, 1956.

MPEA Approves Film Board in Philippines

Motion Picture Export Ass'n. members at their regular weekly meeting here agreed to set up a local film board in the Philippine Islands, members of which will be the eight managers of American film companies in Manila.

The MPEA meeting also approved the budget for participation in the San Sebastian, Spain, Film Festival. Also discussed was the labor union problem in Mexico, where further concessions are being asked despite the signing several months ago of a new agreement.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
AUDREY HEPBURN
In FRED ZINNEMANN'S Production of
"THE NUN'S STORY"
A WARNER BROS. PICTURE
in TECHNICOLOR®
and GALA NEW STAGE SPECTACLE "BONANZA"

The Ministry of Culture of the U. S. S. R. presents
"GREAT IS MY COUNTRY"
Kinopanorama in Sovcolor with nine track Stereophonic sound.
STARTLING AND THRILLING, N.Y. Times
MAYFAIR 7th Ave. & 47th St. Circle 5-9800

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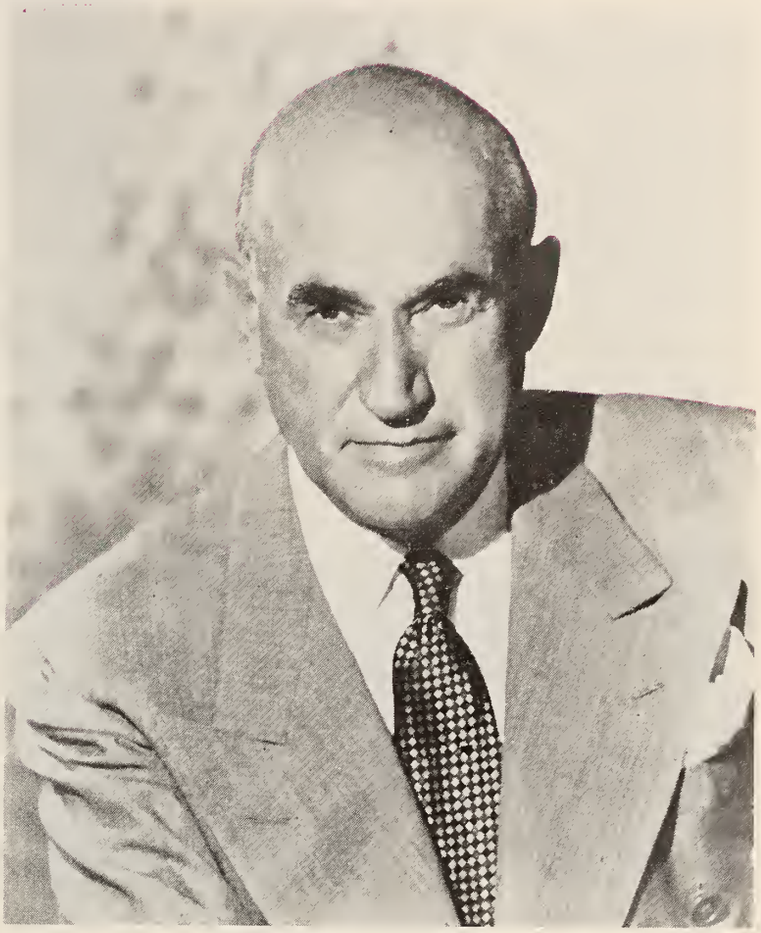
Crowning a Distinguished Career

Newest Goldwyn Production An Achievement in Cinema Art by a Master Craftsman



THIS is the age of the independent producer in Hollywood; his number today is legion and it is truly said that he has come into his own. All the major studios vie for his services, and he has acquired a standing along with freedom of operation that he did not possess just a few years ago.

But there is one man in Hollywood who has enjoyed all the prestige and advantages of that status for almost four decades. He is, of course, Samuel Goldwyn, who is not only a pioneer in the motion picture industry but a pioneer as an independent producer. He has been such since 1922 when there were few men around with both the talent and the nerve to go it alone.

Independence has paid off wondrously well for Goldwyn. His record of box office hits over the years is phenomenal, and 27 of his pictures have won Academy Awards in various categories. "The Best Years of Our Lives," for instance, garnered seven "Oscars" and brought a special merit award for its producer.

Defining the Goldwyn "touch" has occupied writers and columnists of the film scene at great length, and there are many various and conflicting theories on the subject. It is generally agreed, however, that the Goldwyn style is marked by securing the best available talent to work in all departments of film-making; an insistence on perfection from these artists; and quality and taste as the final result.

Exemplifying the perseverance and vision that is the backbone of such achievement is that which Goldwyn put into his production of "Porgy and Bess." This is the film that he rightly considers the crowning achievement of his distinguished career.

Perseverance was provided by Goldwyn to spare. Twelve long years have elapsed from the time that he first started negotiations for the motion picture rights to the George Gershwin-DuBose Heyward opera to the day that his magnificent Todd-AO color presentation with its six-track stereophonic sound was ready for its first theatre screening.

Ten years were needed just to clear the legal hurdles involved in bringing the musical classic to the screen. Then, on Oct. 8, 1957, Goldwyn announced that he had completed negotiations with the Gershwin and Heyward estates and the New York Theatre Guild and that he would start work immediately. Ten days later he signed N. Richard Nash to prepare the screenplay.

Then began the search for the best acting talent available. In December of 1957 Goldwyn was able to announce that he had acquired Sidney Poitier and Dorothy Dandridge as his Porgy and Bess. Shortly thereafter he added Sammy Davis, Jr. and Pearl Bailey to his stellar cast as Sportin' Life and Maria.

So it went down the line: music co-directors Andre Previn and Ken Darby to transfer and arrange the melodic Gershwin score to fit the needs of the six-track high-fidelity recording system; auditioning of 300 singers to choose the 32 best voices; sets by Oliver Smith and costumes by Irene Sharaff, both of whom had previously been associated with Goldwyn on "Guys and Dolls." Otto Preminger was chosen to direct, and although he had three other properties in preparation when the call came from Goldwyn he gave precedence to "Porgy and Bess."

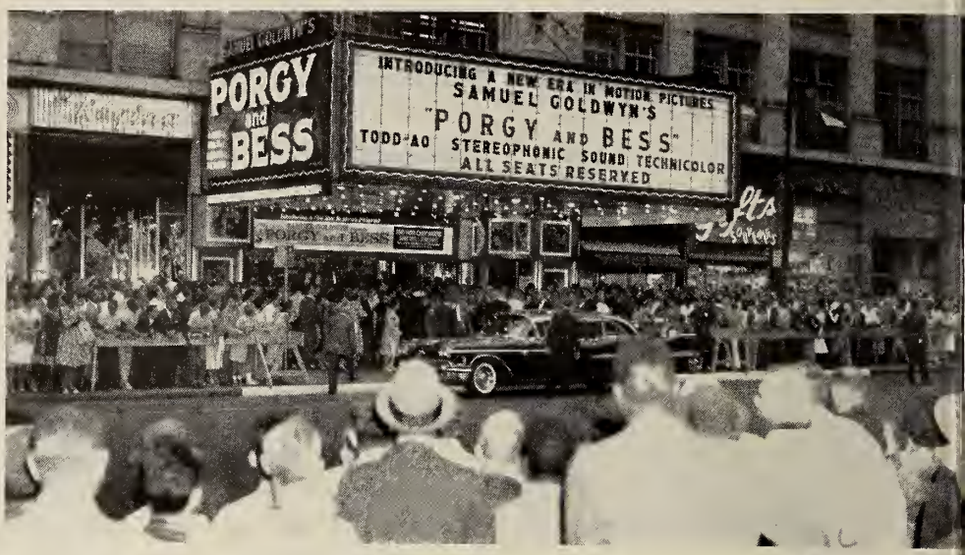
The final product was well worth the trouble: both the critics and the public have now hailed "Porgy and Bess" as another Goldwyn hit.

On the set during production: Samuel Goldwyn, Ira Gershwin, and N. Richard Nash.

"Porgy and Bess" Section

The Spectacular World Premiere

THE New York and world premiere of "Porgy and Bess" last week at the Warner theatre on Broadway had all the excitement and glitter of a major motion picture event, as indeed it was. The audience, made eager by advance reports of the picture and by the nature of the work and reputation of its producer, was at its scintillating best—and they were not disappointed. Acclaim for the producer, the director, the stars and all connected with the production rang through the theatre. Some of the distinguished guests are shown here.



Hundreds of spectators jam the area surrounding the Warner Theatre to watch celebrities arriving for the premiere.

Producer Goldwyn in the lobby with Dorothy Dandridge, who plays "Bess," her real-life husband Jack Denisson and Brock Peters, who is "Crown."

Film pioneers Samuel Goldwyn an Adolph Zukor (center) surrounded b members of the Bolshoi Ballet.

Mr. and Mrs. A. Schneider are greeted by Goldwyn.

Mr. and Mrs. Paul Lazarus arrive.

Mary Martin, one of the attendin celebrities, chats with Mrs. Sam Gol wyn in the lobby.

"Porgy and Bess" Section

No picture is the work of one man. Whatever has been achieved with

PORGY AND BESS

is the accomplishment of a team of creative artists and technicians.

SAMUEL GOLDWYN

The Critics Acclaim a 'Masterpiece'

N. Y. Film Critics Range From 'Classic' to 'Superb' In Appraisals of 'Porgy'

THE New York film critics were unanimous in their praise of Samuel Goldwyn's "Porgy and Bess" in reviews printed the day after the opening. Adjectives like "magnificent," "thrilling," "beautiful," "superb," and "haunting" were used unsparingly.

Following are some excerpts from the notices:

Bosley Crowther, New York Times: . . . a fine film version of the famous folk opera "Porgy and Bess." . . . this most haunting of American musical dramas has been transmitted to the screen in a way that does justice to its values and almost compensates for the long wait . . . For this we can thank Samuel Goldwyn, who was finally able to convince the solemn guardians of this sacred theatre treasure that he was the man most competent to bring it to the screen. And we can also thank his corps of artists, who have so beautifully and tastefully evolved Mr. Gershwin's musical translation of DuBose and Dorothy Heyward's play that we can almost feel the motion picture medium is the one for which it was destined all the time . . . the general fitness of the Irene Sharaff costumes is the full flow of life and human feelings that is made to rush through this film. N. Richard Nash has adapted and Otto Preminger has directed a script that fairly bursts with continuous melodrama and the pregnant pressure of human emotions at absolute peaks.

Wanda Hale, Daily News: "Porgy and Bess," Samuel Goldwyn's adaptation of George Gershwin's musical drama, is a motion picture of distinction, like the original, a classic that can go on from last night's gala premiere at the Warner Theatre until the last print has faded into a blur and crumbled into nothingness . . . Goldwyn has done the true music lovers of their world a great service.

Paul V. Beckley, Herald Tribune: . . . a rich and devoted filming . . . It would be hard to overpraise, for example, Oliver Smith's sets and what I must assume was Goldwyn's ultimate decision to build a Catfish Row rather than chance the probable distractions of a naturalistic location. The result is dazzling, and Leon Shamroy's photography is likewise rich with lighting effects of a luminous mother-of-pearl luster quite in keeping with the sea atmosphere of the sets . . .

Daily Mirror, Justin Gilbert: Sam Goldwyn's penchant for the prodigious never has been displayed more amply than in his vast vision of "Porgy and Bess" . . . the veteran producer has visually and aurally enlarged the dwellers of Catfish Row to the magnitude of Dixie Olympians . . . the oversized image created by the Todd-AO lens, which often sweeps the scene with such enormity as to leave in its wake a feeling of awe . . . The sets are stark and dramatically impressive.

Irene Thirer, Post: Sing out the good news! "Porgy and Bess," produced with integrity and good taste, is eloquent as ever in story and song — and it is faithful to Heyward and Gershwin. Perfectly synchronated, quaintly exquisite prose combined with hauntingly beautiful music. The movie is bound together by poignance, charm, good humor and pathos . . . Sidney Poitier's Porgy is a sensitive performance, shining with rare radiance . . . Another triumph for producer Goldwyn.

Rose Pelswick, Journal American: Samuel Goldwyn's production of "Porgy and Bess" is magnificent. A screen classic . . . It has beautiful music and beautiful voices to sing them. It has a great cast, vivid drama and movement and extraordinarily fine photography and sound reproduction via the wide-screen Todd-AO process with its lush color and its 6-track high fidelity recording system. On every count, the picture is an impressive achievement . . .

Alton Cook, World Telegram & Sun: It is fresh and mettlesome in its rebirth as a movie . . . Samuel Goldwyn and his cohorts have managed to infuse their movie with the sprightly air of a newly blossoming show. The people have gusto and enthusiasm, their emotions run high. The sets are both beautiful and realistic. Catfish Row really lives again . . . Every voice is appropriate as well as ingratiating . . . Perfectly cast . . . Director Otto Preminger has caught the gift of working songs smoothly into his action . . .

Sell-out at the Box Office

Samuel Goldwyn's "Porgy and Bess," riding the crest of the enthusiastic reviews quoted on this page and on the heavy advance interest, was completely sold out for every performance during is opening week at the Warner theatre on Broadway. In addition, according to the theatre management, standees to the limit allowed by the Fire Department have been accommodated at every performance. The house, seating 1,450, is scaled from $1.50 to $3.75. Tickets for the next 16 weeks are on sale at the box office and by mail.

The public has its say about "Porgy and Bess," too, and the verdict is "Great"!

"Porgy and Bess" Section

PORGY AND BESS by BEN SHAHN
FROM THE COLLECTION OF OTTO PREMINGER
WHO DIRECTED THE FILM.

SIDNEY POITIER

PORGY and BESS

DOROTHY DANDRIDGE

as

BESS

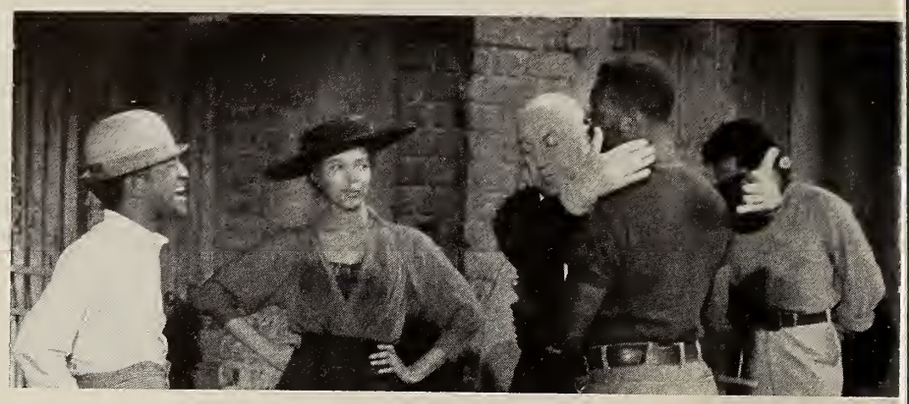
PORGY and BESS

The Director and the Stars

SIDNEY POITIER AND DOROTHY DANDRIDGE: To play Porgy, Samuel Goldwyn declared he would consider no one else but Poitier. Miss Dandridge was considered ideal for the role of Porgy's love, the fiercely independent Bess.

BROCK PETERS, who plays Crown, the burly stevedore who is Porgy's vicious rival for the affections of Bess, is a famed concert, night club, stage and screen performer. Miss Dandridge is with him above.

PEARL BAILEY AND SAMMY DAVIS, JR.: Davis conducted a personal, day-by-day and night-by-night campaign to play Sportin' Life. Filling the key role of Maria is the inimitable Pearl Bailey.



OTTO PREMINGER, selected as director, himself had tried to acquire the film rights to "Porgy and Bess" some four years previously. But discovering that Samuel Goldwyn was already negotiating, he dropped the project. All of Preminger's original enthusiasm was rekindled, however, when he was invited to take over the directorial reins, particularly since Dorothy Dandridge, Pearl Bailey, Brock Peters and Diahann Carroll had all been associated with him on "Carmen Jones" and he had visualized them all in the "Porgy and Bess" roles when he had hoped to make the opera as a Preminger production. A stickler for detail in his pictures, Preminger above demonstrates to Miss Dandridge how he wants her to act in a clinch while Sammy Davis, Jr. (left) and Brock Peters (right) look on. The career of director Preminger includes such outstanding pictures as "Laura," "The Moon Is Blue," "The Man with the Golden Arm" and "Jones," among others.

"You give him a kiss, like this."

"Meet him like this."

"Porgy and Bess" Section

SAMMY DAVIS, JR.

as

SPORTIN' LIFE

(Thanks to Mr. Goldwyn and Friends)

PERSONAL MANAGEMENT: WILL MASTIN

PORGY and BESS

Another Great

TODD-AO
SHOW

JOINS THE RANKS

OKLAHOMA!

AROUND THE WORLD IN 80 DAYS

SOUTH PACIFIC

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THE TREND IS

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The Ultimate in Sound and Projection

SAMUEL GOLDWYN'S

Porgy and Bess

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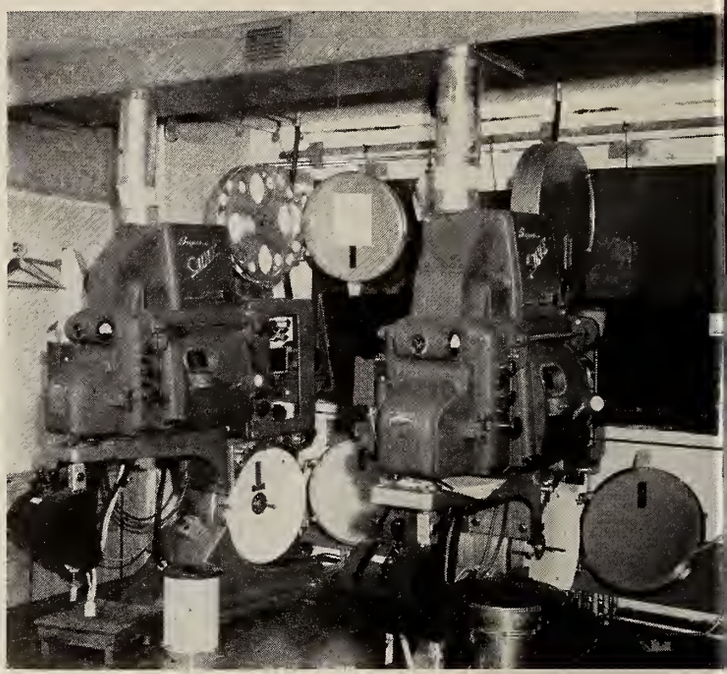
Theatres Re-Equipped For "Porgy and Bess"

THE premiere in New York, and the two subsequent engagements then definitely booked for "Porgy and Bess," involved substantial technical revisions. While the Carthay Circle in Los Angeles was previously equipped for the Todd-AO process, other alterations were undertaken at this theatre, including acoustical improvements. The other two theatres—the Warner in New York, and the Astor in Boston—had to be equipped for 70mm projection and six-track sound, and new screens were part of the preparations for the Gershwin-Heyward opera at all three of these theatres.

Provisions at the Warner for the premiere on June 24th, involved existing installations for Cinerama, which had held forth here since the second production in the three-panel process. For "Porgy and Bess," the central projection booth at the rear of the main floor was enlarged at the sacrifice of several rows of seating, to accommodate three Philips ("Norelco") 70/35mm projectors, one a standby, with Ashcraft Super Cinex lamps. The Astor and Carthay Circle installations also employ this equipment.

Of the three new screen installations, that of the Carthay Circle is the largest, being 58x28 feet. The Warner screen is 50x24. Both of these screens are Hurley SuperOptica, a low-gain pearl-surfaced fabric with lenticulation. The Astor screen is a Hurley SuperGlo, which has a pearl non-lenticular surface of medium gain.

At the Warner, where the technical qualities of the presentation contributed to the critical acclaim evoked by the premie the screen, replacing the louvred Cinerama screen, extends t width of the proscenium arch, with a relatively slight curvatu The four-bank seating is approximately 75 feet wide, with nea all of the main floor seating within a distance from the scre about one-and-a-half times its width.



Part of port wall of booth on main floor of the Warner theatre Broadway, showing two of the Philips 70/35mm projectors with A craft Super Cinex lamps. A third installation is at right of th

HURLEY SCREENS

for all four

Opening Engagements

of

"PORGY and BESS"

The Warner Theatre in New York and the Carthay Circle in Los Angeles have been equipped with Hurley Super-Optica screens. The Astor in Boston and the Belleville in Upper Montclair, N.J. have the Super-Glo screens. These Hurley Screens assure the great Samuel Goldwyn production optimum pictorial quality and visual fidelity at all angles.

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Installation by ALTEC

Where Quality of Sound Is Most Important!

Another ALTEC Installation —

Warner Theatre in New York

for the first operatic production in 70mm—

"PORGY AND BESS"

ALTEC SERVICE COMPANY, 161 Sixth Ave., New York

The Public is told about it

A carefully planned and executed advertising, publicity and exploitation campaign, which actually began last year when "Porgy and Bess" first got under way, started a rolling barrage last week with the opening in New York. Local advertising, supporting each opening, will be heavy, supported by a national campaign which will keep the public conscious of the picture for a long time to come.

Department store cooperation was extensive. Macy's had full page newspaper ads, right, and a special window, above, as did Bamberger's in Newark.

The campaign included heavy newspaper ads, left, and record tie-ups, below.

MAIL ORDERS NOW!

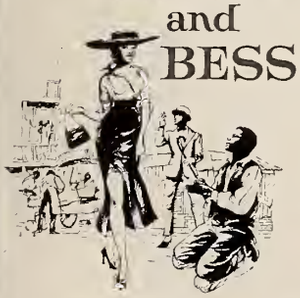
*Exclusive Engagement**

Write now for reserved seats... so you may be among the first to see

A NEW ERA IN MOTION PICTURES!

SAMUEL GOLDWYN presents

PORGY and BESS



starring

SIDNEY POITIER · DOROTHY DANDRIDGE

SAMMY DAVIS, Jr. · PEARL BAILEY

Music by GEORGE GERSHWIN • Libretto by DuBOSE HEYWARD

Lyrics by DuBOSE HEYWARD and IRA GERSHWIN

(Founded on the play 'Porgy' by DuBOSE and DOROTHY HEYWARD)

Originally produced for the stage by the Theatre Guild • Screenplay by N. RICHARD NASH

Directed by OTTO PREMINGER • Distributed by COLUMBIA PICTURES

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STEREOPHONIC SOUND

YOU HAVEN'T SEEN IT TILL YOU'VE SEEN IT ON THE SCREEN!

SIDNEY POITIER as Porgy

Bess, she is *his* woman now—no matter what, no matter who. And he'll make them all "keep their mouths off her."

DOROTHY DANDRIDGE as Bess

She carries Crown's money in her stocking—till a dollar and a half divorce and a long look from Porgy "change woman into lady"...

SAMMY DAVIS, JR. as Sportin' Life

He peddles "happy dust" and rents cozy dreams, and there's a smell of brimstone about him...

PEARL BAILEY as Maria

Someday someone will give Sportin' Life what's coming to him and she has a feeling it'll be her...

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Wednesday Evening, June 24th

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MATINEES AT 2:30			
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Ceremonies Slated for Harlem RKO Theatre

The newly remodeled RKO Regent Theatre in Harlem will be dedicated Monday night in special ceremonies in which Hulan E. Jack, Manhattan borough president, will participate. Many celebrities will attend including Miss Therese Washington, Queen of 1959 Page One Ball, and Miss Cecelia Cooper, winner of Cannes 1959 Beauty Contest. A dozen Ophelia DeVore models will distribute flowers, copies of Fannie Hurst's novel "Imitation of Life," records from the film version's original sound track, and souvenir programs. Harlem's prize winning PAL Band of 40 pieces will provide the music. Miss Hurst will also be on hand.

The remodeled theatre has a new stainless steel front; the lobby and boxoffice are modernized; and the auditorium redecorated.

Rosen 'M.C.' at Airport

Samuel Rosen, executive vice-president of the Stanley Warner Corp., was master of ceremonies Tuesday at the ground-breaking for the International Synagogue and Jewish Center to be constructed at Idlewild Airport. He is vice-president and chairman of the finance committee and general campaign chairman for the project.

See Way Clear

(*Continued from page 1*)

according to Ephraim London, counsel for Kingsley International Pictures, the distributor.

"I'm pretty sure that we won't have any difficulty in obtaining a license for the picture in Providence, R. I., and the state of Maryland," London said here yesterday. The film was banned in both situations, and Kingsley had planned legal action. This now will be dropped, however, as London said he was writing the corporation counsel in Maryland to request exhibition licenses for "Lady Chatterley's Lover."

Disney Sues ABC Over Two Programs on TV

Walt Disney Productions yesterday filed suit against the American Broadcasting Company charging the network with illegally attempting to prevent two Walt Disney Studio television programs, "Zorro" and "Mickey Mouse Club," from being televised next Fall. The suit, filed in the Federal District Court of New York, asks the court to invalidate the agreements between Walt Disney Productions and ABC under the provisions of the Federal anti-trust act.

The suit does not involve the "Walt Disney Presents" program which is covered by a separate agreement and will be televised over the ABC network this Fall.

Commenting on the action, Roy Disney, president of Walt Disney Productions stated, "Several weeks ago, the ABC network advised us, and announced publicly, that they would not televise 'Zorro' or the 'Mickey Mouse Club' over their network next season, and at the same time they told us we could not offer these programs to any other television outlet. Subsequently they have interfered and prevented our attempts to offer these programs to any other network or independent television station."

MCP to Release Four Films During July

From THE DAILY Bureau

HOLLYWOOD, July 1. — MCP Film Distributing Co. will release four films in July, and will begin production on a fifth. The first package includes "The Half Pint" and "Bronco Fury," the latter a color featurette filmed in Texas. At the end of July "Beyond the Time Barrier" and "The Invisible Snatch" will be released.

MCP will go into pre-production on "The Brat" with a tentative starting date on July 27, in Louisiana, to be filmed in wide screen and color.

Handles 'Magic Flame'

Columbia Pictures has retained Constance Hope to handle the long-range promotion on the personalities and music of William Goetz' "A Magic Flame," it was announced.

Younglove Will Seek New Licensing Law

Special to THE DAILY

ALBANY, N.Y., July 1—Expressing "amazement at the decision" by the U.S. Supreme Court in the "Lady Chatterley's Lover" case and inability to "comprehend the reasoning of the learned judges," Assemblyman Joseph R. Younglove, chairman of the Joint Legislative Committee on the Publication and Dissemination of Offensive and Obscene Material, said today his group would confer with the State Education Department and the attorney general's office on the possibility of amending the present licensing law.

Younglove, Johnstown Republican, stressed, "there is no urgency on our part. Changes could not be proposed before the next regular session of the legislature, in January."

Will Study Ruling Closely

The joint committee will study the decision, with its six opinions; will then ask the Education Department and the attorney general whether they think amendments should be made to the statute, Younglove added. His formal statement declared:

"I certainly do not agree with them." (The Supreme Court judges.)

"This," it continued, "may be a good legal interpretation of the law, but it does not make good common sense to me. Perhaps we need less law and more sense."

"I am alarmed," concluded Younglove's statement, "lest our quest for freedom causes us to destroy that freedom which we have cherished so dearly, but which is gradually being undermined by those who would overstep all bounds, perhaps for selfish monetary gains."

Has Lauded the Division

Younglove explained that until the Supreme Court decision has been thoroughly analyzed, it would not be possible to appraise the precise effect on the operations of the State Education Department motion picture division. He has frequently commended the division, as has James A. Fitzpatrick, counsel to the joint committee and its former chairman. The committee's annual report, submitted March 24, likewise praised the division, quoting extensively from a statement by director Louis M. Pesce.

Assemblyman Luigi R. Marano, Brooklyn Republican, who for three years has been co-sponsor of a bill requiring the motion picture division to classify pictures, and theatres to advertise the classifications, said: "I think the Supreme Court decision is not in conformity with the principles as enunciated by the law in New York State. It is the primary purpose of the state to protect the people from motion pictures which would corrupt morals."

To Fete Jean Servais

Jean Servais, French star of "Rififi" and "He Who Must Die," was honored at a cocktail reception party yesterday by the French Film Office.

Asks Licens

(*Continued from page 1*)

Flick, ex-director and present exe tive assistant to state education co missioner James E. Allen, Jr., s that London "would hardly seek license if he thought the entire l had been struck down."

Pending receipt of a copy of t decision in which six opinions understood to have been written a close study of it by Dr. Charles Brind, Jr., counsel for the rege and the education department, t future scope of the Motion Pictu Division's power will not be p cisely determined.

It is assumed here that secti 122-A, added by the legislature 1954, has been ruled invalid as "ideas" in what constitutes "immora This amendment, introduced by Se ator Earl W. Brydges and Assembl man James A. Fitzpatrick, prohib the showing of motion pictures th present "acts of sexual immorali perversion or lewdness as a desirab acceptable or proper pattern of b havior."

Divided Five-to-Four

A five-man majority held this po tion of the law unconstitutional. T four other members joined on narro er grounds.

The majority's ruling does not a fect the right of New York or a other state to prevent the screeni of pornographic scenes, according the interpretation here. The opini was expressed that press associati stories erred in certain respects.

"Proof of the complexity of t issues raised by 'Lady Chatterle Lover'," commented Flick, "is t fact the state court of appeals spl 4-3 on the regents' findings the fil should be banned, and that five sep arate opinions were written. The U. Supreme Court dividing five to fou on the unconstitutionality of one se tion of the licensing law, and s opinions were written. This was n an "open and shut" case, as censor ship opponents had claimed."

Pennsylvania Censor Bill Hit By 2 N. Y. Legislators

ALBANY, N. Y., July 1—"I a opposed to the basic concept of pre censorship, whether it be the require ment that a motion picture be sub mitted for licensing prior to publi showing, or immediately after th first public exhibition—such as is pro posed in a bill pending in Pennsyl vania."

So declared Assemblyman Bentle Kassal, Democrat-Liberal of Ne York City, today.

Kassal continued: "I feel that th legislature should enact specific an limited criteria in appropriate area such as obscenity. The courts shoul thereafter determine if there be violation of this."

Assemblyman Daniel Kelly, Man hattan Democrat-Liberal, and As semblyman Luigi R. Marano, Brook lyn Republican, also questioned th wisdom and justice of the propose Pennsylvania statute, insofar as i would hold an exhibitor responsibl for proving a film was not obscen

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JUNE 23, 1959

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MICHAEL TODD, JR. 729 SEVENTH AVENUE, NEW YORK 19, N.Y.

. . . NEWS ROUNDUP

Two U.S. Actresses Honored

Deborah Kerr and Susan Hayward have been honored with Italy's top acting awards, the David di Donatello plaques. Miss Kerr was cited for her performance in Hecht-Hill-Lancaster's "Separate Tables," while Miss Hayward received a special award out of competition for her portrayal in Figaro's "I Want to Live." Both films are distributed by United Artists.

•

Founds 'Comedy College'

Jerry Lewis, starring in Hal Wallis' "Visit to a Small Planet' for Paramount, has established the Jerry Lewis Comedy Workshop devoted to developing the comedy talents of unknown actors. Assisted by Ron Carter, Lewis holds classes in the techniques of provoking laughs.

•

Circuit Plugs Miss Lynley

Fox West Coast theatres this week will start running the special Carol Lynley "new star featurette" in 30 theatres throughout Southern California. Following this run, the 30 prints will then be moved to a second group of as many theatres. Additionally, lobby displays help to promote the actress and her forthcoming 20th Century-Fox pictures, "Blue Denim" and "Holiday for Lovers."

•

UA in Tie with Pocket Books

United Artists and Pocket Books, Inc. have set a major book promotion in behalf of Harbel Productions' "Odds Against Tomorrow," starring Harry Belafonte, Robert Ryan and Shelley Winters. The new edition of the William McGivern novel will be published two months before the film's national release date. More than 350,000 copies giving full credits for the UA suspense drama and featuring scene stills from the production, will be distributed to leading book and department stores.

Drew Again Will Head Miss. Theatre Owners

Special to THE DAILY

BILOXI, Miss., July 1. — The Mississippi Theatre Owners Association, newest regional unit of Theatre Owners of America, will be headed again in 1959-60 by George Davis of Drew, Miss. The Mississippi unit, which ended its two-day convention at the Buena Vista Hotel in Biloxi, Miss., yesterday, by voting the affiliation with TOA, re-elected Davis for another term.

Others elected were northern vice-president—B. F. Jackson of Ruleville; central vice-president—A. L. Royal of Meridian; southern vice-president—Stan Taylor of Natchez, and secretary—Ed Ortte of Gulfport.

Tex. Drive-ins

(*Continued from page* 1)

this past spring and conferring with sales managers. Doak said it was a matter of convincing sales managers of the increased status of the drive-in in the industry which has been growing steadily the past few years.

At Weisenburg Theatres, booker Harold Brooks said they were very pleased for their two Dallas drive-ins. And in Wichita Falls, their theatres were already enjoying the benefits of the 31-day clearance.

General consensus of drive-in owners all over town was that the new edict represented a long overdue acknowledgement of the prestige of the drive-in in the industry.

Legion Rates

(*Continued from page* 1)

ject matter of this film (rape) is so explicitly and frankly detailed is judged to exceed the bounds of moral acceptability and propriety in a *mass medium of entertainment.*"

A Separate Classification is given to certain films, "while not morally offensive in themselves require some analysis and explanation as a protection to the uninformed against wrong interpretations and false conclusions."

Documentary on Israel Completed at Warners

From THE DAILY Bureau

HOLLYWOOD, July 1. — "Israel," a half-hour documentary motion picture on that country, is being completed at Warner Bros. Studios. Edward G. Robinson is the star and narrator of the CinemaScope-Technicolor film. Jack L. Warner, president of Warner Bros., provided the facilities of the Warner studio for editing and scoring the film, which was photographed by Nissim Leon of Israel and directed by Sam Zebba. The story and commentary was written by Leon Uris.

The film, depicting life in modern Israel as well as sites of Biblical history, is sponsored by the Israel Bond Organization and the State of Israel.

Bagnall Named Head Of M.P. Relief Fund

HOLLYWOOD, July I.—George L. Bagnall has been reelected president of the Motion Picture Relief Fund for fourth consecutive year. Other officers reelected were: Albert Hilton, Otto Kruger, Sol Lesser, Valentine Davies, vice-presidents; E. L. De Patie treasurer, and Wilma Bashor, executive director.

I. Briskin Rejoins Col.

HOLLYWOOD, July I.—Following the recent buy-out of Briskin Productions, Irving Briskin has rejoined Columbia Pictures as a full-time employee charged with the responsibility of administering the West Coast activities of Screen Gems, the Columbia TV subsidiary.

PEOPLE

Samuel Goldwyn, Jr., will be one of the principal speakers at the third annual Southern Writers Conference which will be held the week of Aug. 2 at the Georgia Center for Continuing Education under sponsorship of the University of Georgia.

□

Otto Jorgensen, owner of the Main Theatre, Garland, Utah, has enrolled his operation in Theatre Owners of America, and in the TOA affiliate, the Mountain States Theatres Association.

□

Dave Davies has rejoined the Paramount studio publicity department as national magazine contact, replacing **Lindsay Durand,** who has resigned. Davies, former magazine planter for Columbia, recently has handled units at Paramount.

□

Joe Archuletta, formerly assistant manager at the Paramount Theatre, Denver, has joined the Atlas circuit there to manage its Oriental Theatre.

□

A. Leo Ricci, owner of the Capitol Theatre, Meriden, Conn., has been elected president of the Meriden Lions Club.

□

Miran Jenette has taken over the lease and reopened the Morristown Drive-in Theatre, Morriston, O., being served by Herbert Horstemeier Booking Service.

□

Mrs. Alfred Alperin, wife of the general manager of the Meadows Drive-in Theatre, Hartford, has become associated with Hartford interests in ownership and operation of the Moodus Pines Hotel, Moodus, Conn., functioning as co-manager of the summer resort establishment.

'Underworld' for Fuller

HOLLYWOOD, July 1—Samuel Fuller's second Globe Enterprises production for Columbia Pictures release will be "Underworld, U. S. A.," based on the serialized story by Joseph F. Dinneen, which appeared in the *Saturday Evening Post.* The property was acquired from Ray Stark, who retains an interest in the picture. Fuller will write the screenplay as well as produce and direct the picture, which has an Oct. 5 start date.

Museum Hikes Rates

The Museum of Modern Art here has increased its admission rates from 75 cents to 95 cents, William A. M. Burden, president, announced. The increase will make it possible for the institution, which has no government subsidy and is entirely dependent on annual contributions from the general public, to maintain its 7-day a week program of changing exhibitions and film showings, he said.

Great Plain

(*Continued from page* 1)

for three pictures that have be tentatively selected for emphasis the next three months. The films ar for July, "A Private's Affair" (20 Century-Fox); for August, "Yello stone Kelly," (Warner Brothers), ar for September, "Wonderful Country (United Artists).

Plans were laid to use press, T and radio to attract public intere in these films in the Great Plai area. There will be an attempt to se these pictures to the young market o the basis of the young names appea ing in the pictures.

Pleased with Product

Those present at the meeting e pressed pleasure in the pictur scheduled to be released in the ne few months. The opinion was e pressed that the list of picture scheduled for release for the next si months looked better than anythin seen in the last couple of years.

The different exchange areas ar considering separate but integrate advertising campaigns.

Gruenberg Named

(*Continued from page* 1)

the Gross-Krasne-Sillerman, Inc., or ganization was acquired by NTA Gruenberg was a vice-president o G-K-S. He has an extensive back ground in motion picture distribu tion, having been associated witl RKO Radio Pictures, where he start ed as a salesman and then became through various promotions, New York metropolitan division manager He also was responsible for liaison with outside producers and acquisition of independently-produced feature films.

45 Dates for 'Circus'

LOS ANGELES, July 1. — Allied Artists is readying a saturation opening engagement in at least 45 Los Angeles area theatres for "The Big Circus" on Wednesday, Aug. 5.

Special 'Movie Memo' Prepared for Editors

Ernest Emerling, vice-president of Loew's Theatres in charge of advertising and publicity, has made up a special "Movie Memo," in addition to the bi-weekly editions, containing six by-lined star interviews for editors that can be used to fill their columns during their vacations. The interviews include features by Eva Gabor ("It Started With A Kiss"); Joanna Barnes ("Tarzan, The Ape Man"); Alfred Hitchcock ("North By Northwest"); Martha Scott ("Ben-Hur"); Charlton Heston ("Ben-Hur") and Shirley MacLaine ("Ask Any Girl").

Each feature is accompanied by art. "Movie Memo" has been published by Loew's Theatres since 1945, and is a service to editors, columnists and commentators.

lew Drive-In Announced
ls One Theatre Demolished

Special to THE DAILY

PONTIAC, Mich., July 1—As one heatre is being demolished in this own announcement comes of plans build a new drive-in theatre at cost of $500,000. The theatre giving ay to a parking lot is the 34-year-d Orpheum, once the town's "lux-ry" theatre.

The new drive-in is to be built by lton Samuels' Miracle Mile Corp. d will be called the Miracle Mile rive-In. Construction begins im-ediately and an opening is set for ptember. The drive-in will be uipped for 70mm projection in ad-tion to standard and can accom-date 1500 cars. Location is ad-ent to the Miracle Mile housing velopment. Samuels also operates e Pontiac and Jackson drive-ins.

se of Non-Theatrical ilms Seen Increasing

The production of films for non-eatrical use, and the sale of audio-ual equipment for the showing of h films is increasing steadily, ac-ding to an article in the June issue the *Society of Motion Picture and levision Engineers Magazine*, which ints out that the dollar value of such ns and equipment produced last ur reached $225,000,000.

Total investment in non-theatrical ns since the end of World War II s been 2.5 billion dollars the article tes.

The six major users of non-theatri-films and equipment and their ex-nditures last year are: (1) business l industry, $150,000,000; (2) gov-ment—federal, state and local—3,000,000; (3) educational groups, 7,000,000; (4) religious groups, 5,000,000; (5) civic, social welfare l recreational groups, $8,000,000, l (6) medical and health groups, 000,000.

BPC Trading Profit in g Increase for Year

From THE DAILY Bureau

LONDON, July 1. — Associated tish Picture Corp. had a trading fit of £5,434,722 for the year end-March 31 as compared with £3,-994 in the previous year. Credit-in large part was the company's vision operations.

Net profit for the current year was ,302,825 as compared with ,132,157 in the previous year.

' Acquires 'Sapphire'

Universal Pictures and the Rank anization have concluded arrange-nts for Universal to handle the ted States distribution of the Mi-el Relph and Basil Dearden pro-tion, "Sapphire," in Eastman or, it was announced by Henry H. tin, general sales manager of versal. An early fall American pre-re is being planned.

Report Wide Use of B-B Radio Records

(*Continued from page* 1)

will open a 10-week business building campaign involving saturation use of the Compo record of songs and jingles on Monday.

Radio station WVNJ, (620 on the dial) operated by the Newark News, cooperating with New Jersey exhibitors, is playing the record free of charge several times daily the remainder of this week so that exhibitors may see how it operates.

Meanwhile, additional orders for the record are pouring into the Compo offices from exhibitors from Texas to the Canadian border.

New York's metropolitan campaign was approved in a telephone canvass of members of the Metropolitan Motion Picture Theatre Association and the Independent Theatre Owners Association. In order to take advantage of the early July opening date for use of the record, it was stated that time did not permit calling a meeting of all metropolitan exhibitors to allow for more extended discussion and preparation of radio campaign plans. However, all exhibitors who were approached were enthusiastic about the plan, it was stated.

The metropolitan radio broadcasts are under the supervision of Charles Call, Ernest Emerling, Martin Levine and Harry Mandel, working in conjunction with the advertising firm of Donahue & Coe. Cost of the radio program is $1,500 per week for 10 weeks. Each first run neighborhood theatre is being asked to contribute $10 a week for 10 weeks, or $100 for the 10-week period.

The 30-second songs and jingles prepared for the industry's business building campaign will furnish the source of material for the radio programs. Tagged to each record will be a 30-second plug of the top features finishing up, starting and coming over the first run neighborhood theatres, so that a total of six films will be plugged on each announcement.

Four N. Y. Stations Slated

In the first week of the New York campaign the record will be played over stations WNEW, WABC, WINS and WMGM. In addition, Compo records will be used on other outlying stations for which radio time already has been contracted.

In order that all exhibitors within the WVNJ station's listening area who have not yet heard the records may have an opportunity to hear and evaluate them in actual use, Compo made public the following time schedule at which the records may be heard today and tomorrow: 10:38 and 11:49 A.M. and 12:50, 1:39, 2:59 and 3:48 P.M. On Saturday the schedule calls for the Compo songs and jingles to be played at 10:27 A.M. and 12:49, 1:49, 2:26 and 3:16 P.M., and on Sunday at 10:27 A.M. and 12:16, 1:15, 2:27, 3:16 and 4:17 P.M. Station WVNJ may be tuned in on 620 on the radio dial.

Jersey Allied Aided

The WVNJ promotion was arranged through the efforts of Sidney Stern and Dick Turteltaub, president and secretary, respectively, of the Allied Theatre Owners of New Jersey; Bruno Kern of the Eastern Drive-In Circuit and Edgar Goth of the Stanley Warner Theatres, in cooperation with Ivon Newman, WVNJ station manager.

In addition to participating in the New York metropolitan promotion, Harry Mandel, vice-president and advertising director of the RKO Theatres, has ordered 24 additional records for use of the out-of-town theatres in that circuit. Orders for the Compo records also have been received from the Toledo Theatre Association, the Martin Theatres of Georgia and the Interstate Theatres of Texas, which has ordered 12 records for use of theatres in Dallas, San Antonio, Houston, Forth Worth, Austin and Galveston. Individual records also have been ordered by exhibitors in Frankfort, Ky.; Kalispell, Mont.; and Roswell, N. M.

McCarthy Urges Speed

Inasmuch as the current records are only available for use for a 13-week period, beginning July 1, McCarthy has requested that all exhibitors desiring to participate in the program rush their orders in order to assure prompt delivery.

Woodmount Takes Over Fox Theatres from NT

Special to THE DAILY

DETROIT, July 1 — The Woodmount Corp, owners of the downtown Fox Theatre here, is taking over operation of the house from National Theatres, it was learned here today. National has leased the house for the past 20 years.

National is lending managing director Robert Bothwell to Woodmount for 60 days. He will continue to function as manager and book for the 5,100-seat theatre, largest in Michigan.

Circle Theatre, Bronx Under New Operation

Interstate Theatres, Inc., Seymour Selig, president, operators of houses in the metropolitan area, has acquired a long-term lease on the 800-seat Circle Theatre in the Bronx, from Lane Management Corp., owners. The new lessee will install new seating and projection equipment, and will redecorate the house.

The firm of Berk and Krumgold was the broker in the deal.

Wometco Dividend

MIAMI, Fla., July 1—The board of directors of Wometco Enterprises, Inc., this week voted a quarterly dividend of 17½ cents per share on the company's Class A common stock. A quarterly dividend of 6½ cents per share was voted for the class B stock. This dividend will be paid Sept. 15 to stockholders of record as of Sept. 1, and will be the second such quarterly dividend since the public issuance of Wometco Enterprises, Inc., stock in April of this year.

AA Duo to Open

HOLLYWOOD, July 1—Allied Artists kicks off its war action combo, "Surrender — Hell," and "Battle Flame," with a three picture engagemetn in the San Diego area July 29. Theatres booked are the Cabrillo, San Diego; the Big Sky Drive-in, Chula Vista, and the Alvarado Drive-in, La Mesa.

MBS Files Voluntary Bankruptcy Petition

A petition under chapter 11 of the Federal Bankruptcy Act was filed here voluntarily yesterday by the Mutual Broadcasting System, Inc., which listed $3,195,207 in liabilities and $579,607 in assets. The petition seeks to set up a plan to pay off more than 200 creditors of the company and to continue its business.

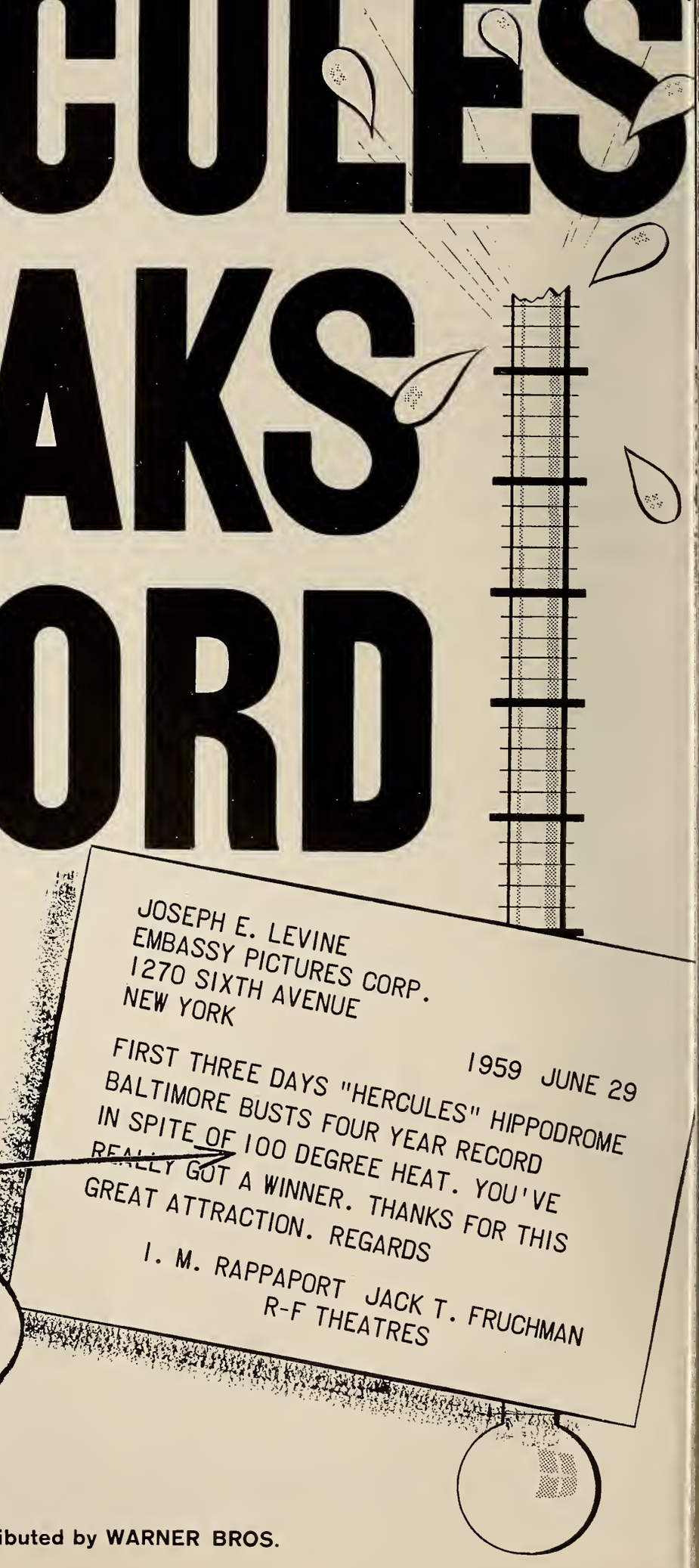
Owner Robert F. Hurligh states in the petition that the broadcasting company's volume of business was too low for the cost of operations. Listed among the many creditors are American Telephone and Telegraph, over $500,000; RKO Teleradio over $125,000; and major baseball clubs, over $250,000.

'Nun's Story' a Hit In Seven Engagements

Warner Bros.' "The Nun's Story" has registered box-office grosses matching or surpassing the business for "Sayonara" and "Auntie Mame" the company's two top releases, in each of seven pre-release engagements across the country, the company reported yesterday. In its world premiere engagement at Radio City Music Hall, the film is heading toward a second-week gross of more than $180,000, with $130,529 amassed in the first five days of the second week.

At the Paramount Theatre in Hollywood, a $25,000 week is expected on the basis of a $19,539 gross in the first five days. The first five days at the Michigan Theatre in Detroit brought a gross of $20,380, with a $26,000 week indicated. In Wildwood, N. J., a five-day figure of $7,385 at the Casino Theatre indicated an $11,500 week. In six days at the Randolph Theatre in Philadelphia, the film racked up a $28,564 gross, with a $32,000 week expected. At the Metropolitan Theatre in Boston, the film scored a $27,988 gross in four days, including a record-breaking $9,255 Sunday. The four-day figure at the Roxy Theatre in Atlantic City, N. J., was $7,189, with a $12,000 week estimated.

"HERCULES BREAKS RECORD



Flash! All-time opening day record at Pilgrim Theatre, Boston

NOTHING'S HOTTER... EXCEPT THE WEATHER!

A JOSEPH E. LEVINE PRESENTATION • Distributed by WARNER BROS.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 3 NEW YORK, U.S.A., MONDAY, JULY 6, 1959 TEN CENTS

NLRB Rulings

MGA Is Victor In Two Labor Dispute Cases

Upheld on Elections And Enforcing of Union Shop

By J. A. OTTEN

WASHINGTON, July 5—The Musicians Guild of America won two important victories in cases pending before the National Labor Relations Board.

A three-man board panel upheld the Guild's request for representation elections among musicians employed by independent producers, sustaining bargaining units just about along the lines the Guild requested.

An N.L.R.B. trial examiner simultaneously ruled the Guild had a right to enforce union shop provisions in its contract with major producers and dismissed unfair labor charges

(*Continued on page 6*)

Camden Not Affected by S.C. Sunday 'Blue Laws'

Special to THE DAILY

CAMDEN, S.C., July 5—Camden theatre operators need not fear state "blue laws" if they open for business on Sundays. Daniel R. McLeod, state attorney-general, has ruled that a Kershaw County law permitting Sunday movies in the county has never been repealed.

According to Mr. McLeod, it seems that the Kershaw County Legislative

(*Continued on page 2*)

John Adler, Formerly Wis. Allied Head, Dies

Special to THE DAILY

MARSHFIELD, Wis., July 5.—John T. Adler, former president of Allied Independent Theatre Owners of Wisconsin and a member of the current board of directors, died suddenly Thursday night on a golf course. He is survived by his wife, Rose, and two daughters, Anne and Elizabeth.

Adler, who celebrated his 50th year in show business last October, owned the new Adler Theatre and a drive-in here, as well as the Adler at Neillsville and the Palace at Waupaca.

See New Pa. Censorship Bill Meeting Objections of Law Just Struck Down

Special to THE DAILY

PHILADELPHIA, July 5—Sponsors of a new proposed Pennsylvania censorship law which has passed the state senate and gone to the house for action said at the weekend they believe the bill will meet the objections on which a previous law fell late last week.

On Thursday commonwealth and municipal authorities lost the last legal weapon they have had to use against allegedly indecent films or "live" performances when the Pennsylvania Supreme Court rule invalid

(*Continued on page 6*)

Would Aid States On Film Censorship

From THE DAILY Bureau

WASHINGTON, July 2—Senate Judiciary Committee chairman Eastland (D., Miss.) and four other Democratic senators proposed a Constitutional Amendment to strengthen the right of states to censor films.

The proposal, Eastland said, was designed to "correct" last Monday's

(*Continued on page 6*)

Mullin Renamed to Head N.E. Allied Theatres

Special to THE DAILY

BOSTON, July 5—Martin J. Mullin, president of New England Theatres Inc., was reelected president of Allied Theatres of New England, an unaffiliated exhibitor organization of 200 theatres in this area, at the annual election of officers held here. Robert M. Sternburg, who succeeds Mullin as president of New England Theatres

(*Continued on page 6*)

Md. Censors Studying Supreme Court Ruling

Special to THE DAILY

BALTIMORE, July 5—Important elements of Maryland censorship law may have been stricken by the Supreme Court ruling on "Lady Chatterley's Lover," according to C. Morton Goldstein, chairman of the Maryland

(*Continued on page 2*)

Disney, British Firm Co-Own RKO Japan, Ltd

From THE DAILY Bureau

LONDON, July 5—The British Film Producers Ass'n. has confirmed that its British Commonwealth Film Corp. is now half owner with Disney Productions of RKO Japan, Ltd., company which in the future will handle British films imported into Japan.

(*Continued on page 6*)

Magna Will Continue Production of Road Show Films at One-a-Year Pace

By WARREN G. HARRIS

Magna Theatre Corp., which has to date produced the film versions of "Oklahoma!" and "South Pacific," plans to continue turning out attractions of road-show calibre, but at a rate of no more than one a year, stockholders of the company were told at their annual meeting here last week.

"The faster we can get into production, the faster we can pay off our debts," A. E. Bollengier, vice-president and treasurer, told stockholders. President George P. Skouras emphasized that Magna does not want to set any production schedules for itself—it wants "one picture deals" and 100 per cent ownership of any properties it decides to make.

Skouras told MOTION PICTURE DAILY at the close of the meeting that Magna has had an original property in preparation for some time, but declined to identify it by name, declaring only that it is an "historical epic." Actual production, he said, could start in February or March of next year.

At present, Magna's financial fortunes rest primarily on "the extraordinary success of 'South Pacific' at home and abroad," Skouras said. As of June 30, 1959, the Todd-AO version of the musical was reported to have earned a film rental of $6,200,000 in the U.S. and Canada. In addition, the foreign market has earned

(*Continued on page 6*)

$4 Million Deal

New Directors Are Elected To Rep. Board

Statement Due Today; No Major Policy Change Seen

New directors were elected to Republic Pictures board last week to reflect the change in working control of the company resulting from the sale to Victor M. Carter, Los Angeles industrialist, and associates of the stock holdings of H. J. Yates, members of his family and associates.

Without explanation, neither Carter, who was questioned prior to his departure for the Coast on Friday, or Republic officials would disclose the identities of the newly elected directors, nor those whom they replaced on the Republic board. He is believed to have named at least five to the board of 10, in addition to himself.

Carter, Republic's new president,

(*Continued on page 2*)

Name Committee on Soviet Arrangements

A five-man committee to supervise arrangements for the distribution in the U.S. of the seven Soviet motion pictures purchased under the film exchange agreement with that country was appointed at the weekend by Eric Johnston, Motion Picture Export Ass'n. president.

The committee, which was authorized at a recent MPEA board meeting, includes John P. Byrne, Loew's Inc.; Alex Harrison, 20th Century-

(*Continued on page 6*)

MPAA Ad Unit Lauds 2 For Academy TV Show

Scrolls expressing the appreciation of the Motion Picture Association of America's advertising-publicity directors committee for their work on behalf of the 1959 Academy Awards telecast were presented to Sid Blumenstock and Harry K. McWilliams at the regular monthly meeting of the committee on Thursday.

Presentation of the scrolls was made by Jeff Livingston of Universal, who

(*Continued on page 2*)

PERSONAL MENTION

BARNEY BALABAN, Paramount Pictures' president; JERRY PICKMAN, advertising-publicity vice-president; and RUSSELL HOLMAN, eastern production manager, returned to New York from Hollywood at the weekend.

•

JOSEPH E. LEVINE, Embassy Pictures' president, and BILL DOLL, his press agent will arrive in Los Angeles today following a 22-city tour on behalf of "Hercules."

•

CARL FOREMAN, executive producer of Highroad Productions, arrived here yesterday from London for a series of meetings with Columbia home office executives on "The Mouse That Roared."

•

RICHARD CARLTON, vice-president in charge of sales for Trans-Lux Television Corp., will leave here for Chicago today for a sales conference with JACK J. BROWN, mid-western division manager.

•

FRAN KROWITZ, secretary of ARNOLD M. PICKER, United Artists' vice-president in charge of foreign distribution, left here late last week for California for a two-week vacation.

Ezell Takes Over Four Texas Indoor Theatres

Special to THE DAILY

DALLAS, July 5—Claude Ezell & Associates have taken over four indoor theatres in the lower Rio Grande Valley formerly owned by R. N. Smith of Mission, Tex. The theatres are the Border and Mission in Mission, Texas in Raymondville, and Pioneer at Falfurrias.

The new management is seeking for the theatres in Mission first run releases on the same basis as theatres in McAllen. The two cities are about six miles apart.

SHOWMEN WANTED!

Increase your Concession Sales to an all-time high with 4 Brand-New Full-Color Animated and Narrated Intermission-Time BLOCKBUSTERS from:

NATIONAL SCREEN SERVICE

TOPS IN TRAILERS!

Republic Directors Elected

(*Continued from page* 1)

said a statement would be issued today. He also declined comment on details of the stock transaction and on all questions concerning executive changes in the company and his future policies.

It was learned, however, that contrary to earlier reports, only the Yates' and associates' common stock holdings were involved in the sale. No preferred stock or debentures, as originally reported, were included. Thus, the cash involved in the transaction amounted to about $4,000,000, rather than the earlier reported $7,000,000, inasmuch as it was reliably learned that about 400,000 shares of common in all changed hands at close to the then prevailing market price of around $10 per share.

It was also learned that contrary to first reports, the stock holdings of Ben Goetz in Republic were not a part of the sale.

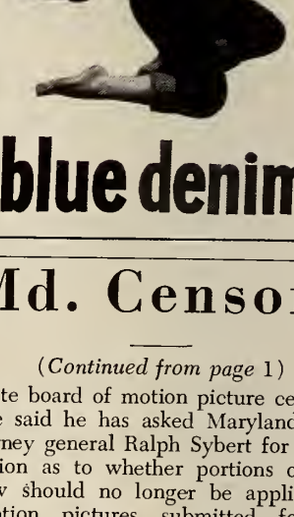
Yates and William Saal, his assistant, also left for the Coast on Friday. Yates, in the new post of board chairman, will continue at the studio. His contract with the company, understood to have several more years to run, remains in force.

Associates of Carter's said they doubted any major change in Republic operating policy, such as a return to theatrical film production, would be instituted by the new company head. As a rental lot for television film producers, Republic is operating in the black and its principal subsidiaries, Consolidated Film and Consolidated Moulded Products, are doing well.

Also, it was pointed out, a return to theatrical film production could mean accountability to Hollywood guilds and unions for a share of proceeds from the sale of Republic's post-1948 film library.

It was suggested instead that Carter might be expected to liquidate certain company assets no longer in a productive or essential category. Some noted that Republic has large and valuable real estate holdings which Carter, as an experienced realtor, might be expected to turn over, as Universal and 20th Century-Fox have done with studio real estate.

bd* IS BOX-OFFICE DYNAMITE!



***"blue denim"**

MPAA Lauds

(*Continued from page* 1)

was presiding in the absence of chairman Charles Simonelli.

Blumenstock and McWilliams directed the advance promotion and publicity for the Academy Awards telecast nationally; McWilliams taking over when Blumenstock left to join Embassy Films as advertising-publicity head.

Camden Not Affected

(*Continued from page* 1)

delegation repealed the wrong law in 1951.

"The delegation moved to repeal the 1949 statute in 1951, but the lawmakers took action on the wrong statute," the attorney-general declared.

McLeod, commenting on the current controversy, pointed out that State "blue laws" forbid paid amusements on Sundays unless local laws to the contrary are passed in the South Carolina General Assembly.

As noted, Kershaw legislative action came after the county had voted to abide by the "blue laws."

Camden City Council, in view of the attorney-general's ruling, has given the green light to Sunday movies here.

Free 'Five' Trailers

Two Technicolor teaser trailers for "The Five Pennies" have been prepared by Paramount as part of the all-out promotion push on the Dena Production. The trailers are free to exhibitors throughout the country.

Pa. Bill Would Permit Sunday Films' Petition

Special to THE DAILY

HARRISBURG, Pa., July 5—Pennsylvania theatres prohibited from showing movies on Sunday by century-old "blue laws," would be permitted to operate on the Sabbath by local petition under the terms of a bill introduced in the State Senate here, it was learned today.

John G. Broumas, official of the Theatre Owners of America, and chairman of the newly organized Pennsylvania Motion Picture Association, disclosed that Senate Bill No. 921, co-sponsored by state Senators Van Sant of Allentown, and Camiel, Silvert and minority leader Weiner, all of Philadelphia, was introduced last Wednesday and referred to the Senate Law and Order Committee headed by state Senator Douglas Elliott of Chambersburg.

Broumas Describes Provisions

Broumas said that Bill 921 amends the laws governing the operation of motion picture theatres in Pennsylvania to permit Sunday operation in any municipality where 20% of the registered voters petitioned for Sunday movies. The present regulations permit Sunday operation only after a referendum which would require approval by a majority of voters.

'Soldiers' Big $51,000

United Artists' "The Horse Soldiers" completed its first week at the Astor Theatre Friday with a huge gross of $51,000.

Md. Censors

(*Continued from page* 1)

state board of motion picture censors. He said he has asked Maryland's attorney general Ralph Sybert for a decision as to whether portions of the law should no longer be applied to motion pictures submitted for licensing.

The language of the New York law ruled unconstitutional by the Supreme Court is similar to that of the Maryland law on the subject matter of "sexual immorality," Goldstein said. Moreover the same general language is used in the section of the Maryland law ruling out films that tend to "incite to crime." Goldstein also asks whether that section "prohibits the advocacy of an idea, which the Supreme Court rejects as an unconstitutional prohibition."

Two Criteria Would Remain

Should the court's decision be applied to the sections cited by Goldstein, the state apparently would be left only with obscenity and pornography as criteria for withholding a license.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Creating Excitement for an Exciting Hitchcock Picture

ALL signs point to MGM's promotional campaign on Alfred Hitchcock's "North by Northwest" reaching in all directions of the compass. Like the Technicolor film itself, which ranges from the skyscrapers of New York to the cliffs of Mount Rushmore, the campaign is one of the most mobile in the MGM record book.

Approximately 130,000,000 people will be reading about "North by Northwest" in the current national magazines. Advertisements for the VistaVision production will be seen by readers of *Life, True, McCalls, Cosmopolitan, Look, Redbook, Saturday Evening Post, Seventeen* and *True Story*. Fan magazine readers will also be aware of the dangers involving stars Cary Grant, Eva Marie Saint and James Mason via ads in *Modern Screen, Screen Stories, Movie Life, Movie Stars-TV Close-Ups, Motion Picture, Movieland and TV Time, Photoplay, Movie World* and *Silver Screen.*

Director Hitchcock achieves the status of a star in the pre-sell of his latest production. His CBS-TV program, "Alfred Hitchcock Presents," will promote "North by Northwest" coast-to-coast with a 10-second clip from the film plus an announcement about the picture. This promotion will start three weeks before the national release and continue for 10 weeks. MGM points out that exhibitors will find their local CBS stations most cooperative in arranging a mutual promotion that will publicize their program and the playdates.

MGM and Mercedes-Benz, well known sports car maker, are

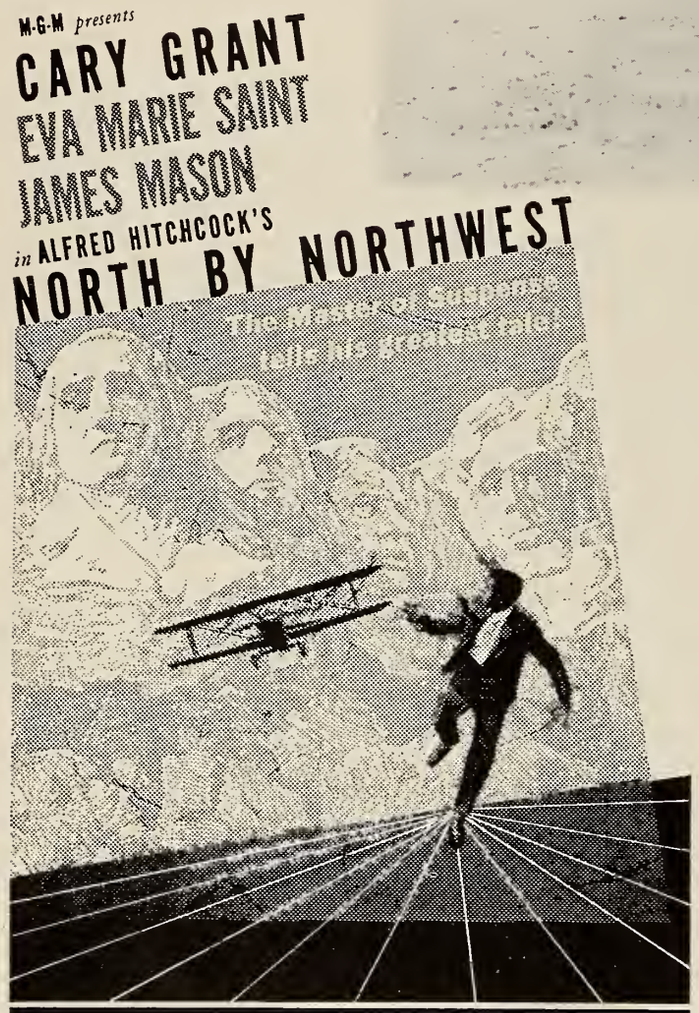
[*Continued on following page*]

"We'll never tell what happens to Cary Grant, but we'll not keep <u>your</u> secret, Mr. Hitchcock! We know that making the motion picture 'North by Northwest' has been your secret ambition for many years. We know its breathless chase, from the U.N. building in New York to the great stone faces of Mt. Rushmore, has never been rivalled in screen excitement. We are proud to have shared in its making...and believe that audiences everywhere will agree - it's your best, Mr. Hitchcock"-M·G·M Studios.

The ad mat, above, adaptable to any newspaper use, and the Kroll cartoon, below are samples of the imaginative campaign with which MGM is backing Alfred Hitchcock's "North by Northwest."

The sample ads prepared by MGM draw on the locale and the exciting sequences of the picture. The mat below and the scene still at right are typical examples of the technique.

The exciting climax of the picture takes place around and down the face of the great stone monuments at Mt. Rushmore National Park. At right is the cliff-hanging climax and below are James Mason, Eva Marie Saint and Cary Grant relaxing in front of the monuments.



Creating Excitement

[*Continued from preceding page*]

also using Mr. Hitchcock to their mutual advantage. The promotion includes newspaper, TV and radio advertising plus additional promotions by factories and dealers. All advertising centers around Mr. Hitchcock selecting a Mercedes-Benz for use in "North by Northwest."

Both Hitchcock and Cary Grant are featured in a tieup with Realist, Inc., of Milwaukee, makers of the famous Stereo-Realist camera. Displays plugging the camera and "North by Northwest" will appear in 1,500 photographic stores throughout the U.S. Each display credits the picture and features large portraits of Grant and Hitchcock.

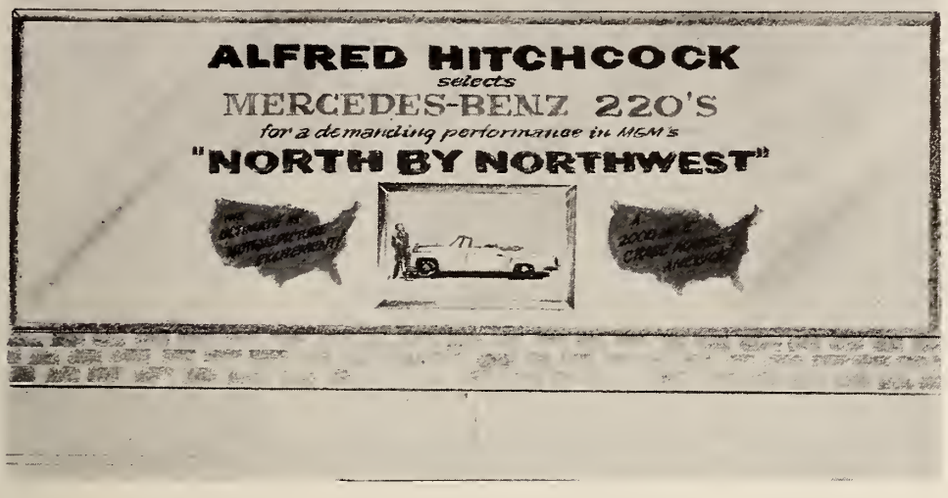
As if this was not enough activity for Mr. Hitchcock, he has also prepared an unusual radio transcription in which he is caught by the interviewer as he tries to capture Eva Marie Saint's scream on film.

Since "North by Northwest" deals with a 2,000-mile chase across the face of the American continent, it is a natural for local tieups with hotels, railroads, airlines and buses.

Famous hotels seen in the picture include the Plaza, New York; the Ambassador-East, Chicago, and the Sheraton-Johnston, Rapid City, S.D.

MGM thinks so highly of the exploitation possibilities of "North by Northwest" that it is conducting a giant theatre manager contest on behalf of the picture. Two sets of cash prizes, each beginning with a top award of $500, will be presented for the best campaigns by managers, one set for large and one for small situations. A committee of judges composed of representatives of the trade papers and MGM will make the final selections. The contest closes December 31, 1959.

Cooperative merchandising tie-ups suggested by the picture are exploited fully in the pressbook and in the campaigns arranged by MGM. Below is a 24 sheet utilizing the Mercedes Benz tie-up and at right is a display arranged by Stereo-Realist cameras.



Loew's Theatres Looks North by Northwest

By ERNEST EMERLING
Vice-president, Loew's Theatres, Inc.

EVEN after you've seen a picture at a screening or a special preview, it's a pretty risky business trying to predict what it will do at the box office. The film industry woods are littered with the sawed-off tree-limbs of myriad prophets who have seen fit to clamber far out in their praise of this or that production. Once in a very great while, though, you get that solid, blue-chip feeling about a coming attraction—before a screening, even before a cast has been picked. Such is the case with respect to MGM's Alfred Hitchcock production, "North By Northwest."

As to the local level exploitation of "North By Northwest," we expect that Loew's Theatres' managers are going to toddle off with a sizeable hunk of that $2,300.00 in campaign prize money. Wherever a distributor has been astute enough to ante up prize cash for best campaigns, we've found that the number and quality of local campaigns has doubled and tripled. This is good business.

The hotel and railroad information listed in the MGM press book under Exploitation suggest possibly a national contest, the prizes in which would be vacation trips for two to Mt. Rushmore, with travel by rail and maybe stops in the same hotels used by Cary Grant and Miss Saint. To make it a little different, we'll probably make this a newspaper contest in which a series of cuts from the production stills would be published with a true-or-false question box, or perhaps a line of dialogue to be filled in, based on the action shown in the particular still.

At Loew's Theatres, we have always found news-stand tack cards an effective way of cashing in on magazine slants. In this case, cards will tie in Hitchcock's Mystery Magazine with "North By Northwest" at Loew's.

The Hitchcock recording of "Music To Be Murdered By" (Imperial Records) will doubtless suggest a record-store and theatre tie-up in which the store will set up a window advertising the film at Loew's, and the theatre will put in a lobby display consisting of "North By Northwest" setpiece behind which a hidden record player plays the actual record. In addition, co-op ads featuring the record and plugging the picture will be planted in many situations, and presents of the record to dj's and TV personalities by a spooky-sexy beauty will be arranged. We will also do a general release thru our Movie Memo (mailed twice a month to movie critics around the country) dealing with the new 'sick' culture—ie; sick jokes, greeting cards, gifts, etc.

For the critics and disc jockeys we'll get a novelty house to make us a few hundred giveaway compasses—with the dials shifted so that the red, North indicator always points to NNW instead of magnetic north. An appropriate message to accompany the item: "Are you lost for something to do tonight? See MGM's "North By Northwest."

Aside from conventional uses as a lobby piece, we think the 40 x 60 action poster will make an awfully good backing for a downtown book store window—plugging mystery stories.

The Mercedes-Benz tie-up is one that will be a great asset in all sizeable towns. We shall ask our men to try to get Cary Grant cutouts mounted in the driver's seat in all show room models. In some situations, we may even permit the dealer to put a model in the lobby, with a sign proclaiming: This is the car in which Cary Grant has an exciting adventure in "North By Northwest." We'll also attempt to get Mercedes-Benz dealers to take ads telling how Hitchcock demanded a particular color scheme for the car used in the picture—and how the order was filled. An opening night stunt could be the arrival of a 'Miss North By Northwest'—local bathing beauty—in a Mercedes . . . or the use of the cards to transport critics or dj's to the theatre.

On the Stereo-Realist promotion, Loew's will try to arrange photo contest with a newspaper in which the prizes would be Stereo-Realist equipment—possibly 'My Favorite Vacation' snapshot contest. Also might use a candid cameraman with a Stereo camera shooting pix of downtown strollers. Heads circled in groups to receive free admission, and a display with built in viewer placed out front of theatre—asking people to see if their photo is used.

MGA Victor

(*Continued from page* 1)

brought against the Guild and the majors by four individual musicians who did not want to join the Guild.

In both cases, the Guild position was opposed by the American Federation of Musicians. The trial examiner decision can still be taken to the board itself, but the board panel decision is final.

In the independents' case, the A.F.M. contended the musicians were not strictly employees of the independent producers and that there certainly was no appropriate bargaining unit because of the irregular character of the work. The board panel found, however, that the independent producers did in fact employ the musicians and that appropriate units could be set up.

It said one unit should consist of all musicians employed by members of the Independent Motion Picture Producers Association, or their successors, and another unit should consist of musicians working for companies which were formerly members of the Society of Independent Motion Picture Producers or their successors. It said RKO Pictures and Samuel Goldwyn Productions should each form a separate unit, too.

Elections Ordered

The panel directed elections in these units within 30 days, with eligibility for all musicians employed in any of the appropriate units for two or more days during the preceding year.

In the other case, the N.L.R.B. general counsel's office sustained unfair labor practice charges against the Association of Motion Picture Producers and the Guild for insisting on Guild membership for four individual musicians. All four were A.F.M. members, and the Federation supported their charges. The general counsel had found that the individuals did not have to join the Guild because, while the union shop contract called for membership within 30 days of employment, each separate call for work constituted a separate "employment" and "employment" under this approach never lasted long enough to require Guild membership.

Rejected by Marx

But trial examiner Herman Marx rejected this argument and dismissed the charges. He found that the employment was in fact a continuing one, and that musicians were obliged to join within 30 days from the first call if they were continuing to work for the company.

Manning Named V-P

Edgar A. Manning, Jr., has been named a vice-president of Bankers Trust Company's Amusement Industries Group, it was announced by William H. Moore, chairman of the board. Manning began his career with Bankers Trust Company in 1945 doing general credit and loan work. He was elected an assistant treasurer in 1947, assistant vice-president in 1950, and in 1958 was named to head the Amusement Industries Group.

Magna Continuing Roadshows

(*Continued from page* 1)

film rental of $3,700,000. Worldwide, this amounts to almost $10,000,000, from about 100 theatres.

The Magna management is confident that the musical will easily reach $25,000,000 in film rentals, from the Todd-AO and 35mm versions. Bollengier said that Magna's 33 per cent share of 20th Century-Fox's earnings from the latter would be "pure gravy" for his company, since the picture's entire production and story costs will be paid for out of income from the Todd-AO version.

Now Playing 160 Houses

The 35mm edition is now playing at about 160 theatres "with results that are beyond expectations." Skouras said, for example, that nine theatres in the New York metropolitan area grossed an aggregate of $300,000 during the first week of "South Pacific's" engagement. These theatres were doing three or four times their normal gross, according to Skouras, who cited the RKO 58th St. with a $36,000 week, the Skouras Academy of Music with a $23,000 week, and the RKO Albee with a $46,000 week.

Bollengier told stockholders that before the end of Magna's next fiscal year, "South Pacific" "will throw off $1,000,000 in profits," and that "the following year should be our big year," meaning then that the company may pay a dividend. At present, on "South Pacific," Magna has $1,500,000 in production costs remaining to be paid, as well as $1,250,000 in story costs to Rodgers and Hammerstein.

Skouras also reminded stockholders of "two very eventful problems" which were cleared up by the company recently: the re-financing of Magna's six per cent debentures in the face amount of $4,000,000 which matured on June 1, 1959; and the conclusion of an agreement with 20th Century-Fox which "greatly enhanced" the value of Magna's investment in and receivable from the Todd-AO Corp.

The Magna annual meeting was a quiet one from the standpoint of stockholders' questions. In answer to Lewis Gilbert, it was brought out that the company has only 11 employees and 1600 stockholders. Magna has 2,360,000 shares of common stock outstanding, and 12,500 shares of preferred.

General Approval Voted

Stockholders approved all the matters before them, including employment agreements and stock options for both Skouras and Bollengier, as well as a restricted stock option plan for other executives. Elected as directors were Skouras, Bollengier, MacMerrill Birnbaum, Irving Cohen, Oscar Hammerstein II, Herbert P. Jacoby, James M. Landis, Robert A. Naify and Joseph M. Sugar.

Would Aid States

(*Continued from page* 1)

Supreme Court decision clearing the way for distribution of the film of "Lady Chatterley's Lover" and throwing out at least part of the New York State film censorship law. Eastland said his judiciary committee would "speedily hold hearings."

Naturally, a Constitutional amendment faces a long, hard road to enactment. An important sign was the joining of Eastland in sponsoring the proposal by Senators Kefauver of Tennessee, Talmadge of Georgia, and Thurmond and Johnston of South Carolina. All but Kefauver have been critics of the Supreme Court.

The proposed amendment would declare that "the right of each state to decide on the basis of its own public policy questions of decency and morality, and to enact legislation with respect thereto, shall not be abridged."

Eastland said the Supreme Court had held that "adultery, immorality and perversion can be taught as ideas and that a sovereign state does not have power under the Constitution to protect the youth of the state from such doctrines."

Chatterley Booked Here

The French film, "Lady Chatterley's Lover," the baning of which in New York State was overturned last week by the U. S. Supreme Court, will open at the Little Carnegie Theatre here on Friday. It is a Kingsley International release.

Penn. Censor Bill

(*Continued from page* 1)

provisions of the state penal code prohibiting exhibitions of a "lascivious, sacrilegious, obscene, indecent or immoral nature." The decision struck down by a vote of 5-2 the statute authorities had been relying on since 1956 when the state supreme court killed the state film censorship law.

The new censor bill awaiting house house action seeks to avoid the ban on prior censorship by permitting the censor board to ask for prints of a picture for inspection after it has had its public opening. The board would have the power to cut the film, ban it or rate it as adult. The burden of proof that a picture is not obscene would be shifted to the exhibitor.

The state supreme court ruling last week came as the result of the conviction of a theatre exhibitor for violating the obscenity section of the penal code in showing a burlesque film. He is Martin Blumenstein, manager of a drive-in theatre at Scranton, who appealed a sentence of three months' imprisonment and a $200 fine which had been upheld on previous appeal by the state superior court.

Name Committee

(*Continued from page* 1)

Fox; James R. Velde, United Artists; James E. Perkins, Paramount International Films; Bernard E. Zeeman, Columbia Pictures International.

The committee is expected to hold a meeting in the next few days.

Disney Claims No ABC Financial Obligations

Roy Disney, president of Walt Disney Productions said at a press conference at the weekend that he believed his company has no financial obligations to the American Broadcasting Company. His statement followed a charge issued by ABC that Walt Disney Productions had certain financial obligations to the network.

Walt Disney Productions filed an anti-trust suit last Wednesday against ABC in Federal District Court in New York asserting that the network has illegally attempted to prevent two Walt Disney television programs, "Zorro" and "Mickey Mouse Club," from being televised next fall.

"We do not believe we owe ABC any monies under our agreements," Disney affirmed.

Offer Made For Disneyland

Disney further stated that his company has within the past few months made a firm offer to ABC to buy their stock interest in Disneyland Park in Anaheim, California, for more than $5,000,000 in which ABC had invested $500,000 dollars.

Mullin Renamed

(*Continued from page* 1)

in January, was elected a vice-president of Allied Theatres and was named a director of the organization.

Other vice-presidents elected were Samuel Pinanski, president, and Edward S. Canter, vice-president of American Theatres Corp; Ben Domingo of the Keith Memorial Theatre; Harry Feinstein of Stanley Warner Theatres; and William Elder, Northeast division manager of Loew's Theatres, Inc.

John J. Ford, president of Maine & New Hampshire Theatres, was re-elected chairman of the board and Stanley Sumner again will serve as treasurer. The new board elections include Walter A. Brown of Boston Garden; Theodore Fleischer, president of Interstate Theatres; Winthrop S. Knox, Jr., president of Middlesex Amusement Company; Philip J. Smith, president of Smith Management Company; Richard Dobbyn of Maine & New Hampshire Theatres; Max I. Hoffman of B & Q Theatres, and James Bracken of Stanley Warner Theatres. Frank C. Lydon was re-elected executive secretary and was also elected to the board of directors.

Replaces Charles Kurtzman

William Elder's election to the organization was in replacement of Charles E. Kurtzman who has been appointed to a national assignment by his company, Loew's Theatres. Elder replaces him in New England.

Disney and British

(*Continued from page* 1)

Present allocation terms give the British eight licenses and Disney, five.

A BFPA spokesman said the partnership with Disney is greatly to the advantage of British films in that territory and a "fine example of Anglo-American cooperation."

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 4 NEW YORK, U.S.A., TUESDAY, JULY 7, 1959 TEN CENTS

Golden Urges Their Use

Says Festivals Aid in Finding Quality Films

Sees Foreign Product as Vital to U.S. Exhibitors

By MARTIN QUIGLEY, JR.

OLD POINT COMFORT, Va., July 6. — Exhibitors can use international film festivals to spot potentially profitable foreign films, Commerce Department film chief Nathan D. Golden declared.

Nathan D. Golden

"The better films shown at festivals are helping to fill a void caused by the shortage of films in the U. S. market," Golden stated, "and exhibitors attending film festivals

(*Continued on page 6*)

'Trail' Bow Tied-In With Oregon Centennial

Twentieth Century-Fox's "The Oregon Trail" will have its world premiere in Portland, Ore., Aug. 12 to coincide with festivities and celebration activities of the Oregon Centennial, commemorating the 100th anniversary of the admission of the state to the Union. This and plans

(*Continued on page 5*)

Md. Censors Grant License to 'Chatterley'

Special to THE DAILY

BALTIMORE, July 6—A license for showing the uncut version of "Lady Chatterley's Lover" was granted today by the Maryland State Board of Motion Picture Censors. When the film was originally submitted to the

(*Continued on page 5*)

TELEVISION TODAY—page 6

UA Domestic Billings Set New Record for Single Week in Company History—$3,853,000

United Artists' domestic gross billings of $3,853,000 for the week ending Saturday, July 4, is the largest for a single week in the company's 40-year history, it was announced by William J. Heineman, vice-president in charge of distribution. He said the total represents an increase of more than $1,400,000 over the company's previous high in gross billings for a single week of $2,437,000, registered during the corresponding week in 1958.

The UA sales chief reported that the huge week's billings reflected the tremendous grossing ability of current United Artists releases in playdate situations across the country and he cited the box-office performance of such attractions as "Some Like It Hot," "The Horse Soldiers," "Around the World in 80 Days," "A Hole in the Head," "Pork Chop Hill" and "Shake Hands with the Devil."

'U' to Hold Sales Meeting in Chicago

Universal Pictures will hold a three-day sales executives' conference at the Hotel Drake in Chicago starting Wednesday, July 15, to map release plans for the coming months, it was announced here by Henry H. Martin, Universal general sales manager, who will preside. Milton R. Rackmil president of Universal, will participate in the sessions.

Distribution plans to be set include those on "Pillow Talk," "Operation

(*Continued on page 6*)

Judge to View Film in Preminger Vs. Chicago

Special to THE DAILY

CHICAGO, July 6—Federal Judge Julius H. Miner will attend a private screening tomorrow of the film "Anatomy of a Murder" before ruling on a suit seeking to enjoin the City of Chicago from banning showing of the film here. Judge Miner agreed to attend the screening at a hearing today which was attended by Otto Preminger, producer-director of the picture.

The suit was filed last week after a police censorship board said the film was obscene and refused it a license;

(*Continued on page 5*)

'The Bat' Returns, and With It, Film Veterans and Their New Company

About one month from now theatre screens across the nation will be offering to the entertainment-seeking public an attraction that is a classic of its kind, known well and enjoyably to millions the world around who have seen the stage production of the early 1920s — "The Bat." As you all know, it was an Avery Hopwood dramatization of a Mary Roberts Rinehart story, which was translated into numerous languages and produced in countries all over the world with tremendous success.

Sam Dembow, Jr.

Now "The Bat" returns, in a "mod-

(*Continued on page 2*)

Rites for Rhoden, Jr., Held in Kansas City

Special to THE DAILY

KANSAS CITY, July 6—Funeral services were held here today at St. Paul's Episcopal Church for Elmer C. Rhoden, Jr., 37, son of Elmer C. Rhoden, formerly president of National Theatres.

The younger Rhoden, who died Sunday, was president of Commonwealth Theatres from March, 1957, until about three months ago, resigning the post after suffering a heart attack. Upon resuming business activ-

(*Continued on page 6*)

Big Fourth of July

Holiday Boosts Grosses Here, Everywhere

Rest of Country Joins with B'way in General Upbeat

By WARREN G. HARRIS

Boxoffice fireworks were the order of the Fourth of July holiday weekend, according to reports received here yesterday. They were ignited at theatres throughout the country by such pictures as "Anatomy of a Murder," "South Pacific," "The Horse Soldiers," "The Five Pennies," "The Nun's Story," "Say One for Me," "The Mysterians" and "The Mummy," among others.

It was not a new story to Broadway, which had felt the pulse of the summer up-beat several weeks before the rest of the country. Although the majority of Broadway theatres were on hold-overs, most of them were

(*Continued on page 5*)

Pacific Drive-in Buys 19-Unit Hawaii Circuit

From THE DAILY Bureau

HOLLYWOOD, July 6—Pacific Drive-in Theatres Corp. has acquired the Consolidated Amusement Co., Ltd., circuit of 19 theatres in the Hawaiian Islands, giving PDT complete control of theatres in that area. The deal was consummated with Hialand Development Corp., which purchased the circuit last March for a reported price of $8,000,000. PDT bought controlling interest in the Hawaiian Royal Amusement circuit of 10 houses several years ago.

Para. to Promote Films At Fashion Show Series

From THE DAILY Bureau

HOLLYWOOD, July 6—Paramount Pictures will publicize forthcoming releases through a series of fashion shows at national conventions this summer and fall. It is estimated that more than 100,000 women from all

(*Continued on page 5*)

PERSONAL MENTION

SAMUEL GOLDWYN will leave here today for Chicago for three days of promotional activity in behalf of his "Porgy and Bess."

•

HERBERT L. GOLDEN, president of United Artists Television, and BRUCE EELLS, executive vice-president, have arrived in Toronto for advertising and promotion conferences with producers of "Hudson's Bay," now being filmed in Canada.

•

BARNETT GLASSMAN, president of Pathe News, will leave here next Monday for Europe.

•

BOB HOPE will leave New York for London today via B.O.A.C.

•

WILLIAM TWIG, Warner Brothers branch manager in Cleveland, has become a grandfather with the birth of a boy to his daughter, MRS. JANINE WEISBERG.

•

ALLEN M. WIDEM, film editor of the *Hartford Times*, has returned there from Washington.

•

PIER ANGELI will return to New York from London today via B.O.A.C.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
AUDREY HEPBURN
In FRED ZINNEMANN'S Production of
"THE NUN'S STORY"
A WARNER BROS. PICTURE
in TECHNICOLOR®
and GALA NEW STAGE SPECTACLE "BONANZA"

SOME LIKE IT HOT!
But it's always real cool at the Berkeley!
Mid-week or week-end, it's always a good time to come to
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S.C. Trial Is Set Friday In 'Blue Law' Violation

Special to THE DAILY

GREENVILLE, S. C., July 6.—Six of nine persons charged with operating theatres here June 28 in violation of a state "blue law" will go on trial Friday at 3 P.M. before magistrate Bates Aiken. The trial date was set after six jurors had been drawn to hear the cases, which are to be heard simultaneously, according to present plans.

Meanwhile, Sheriff John R. Martin told reporters he would "continue to enforce the law." Although he declined to say so specifically, his statement was interpreted to mean that he would have his men serve summonses on operators who continue to open theatres on Sunday. This was the procedure followed June 28.

Six Defendants to Be Heard

Defendants in the cases to be heard by Judge Aiken include Mrs. Margaret F. Trussell of the Carolina Theatre, Paul M. Flowe of the Center, Louis Guthrie of the Fox, Roger Mitchell of the Paris, Paul Cook of the Skyland Drive-In, and Allen Morgan of the Augusta Road Drive-In.

As to trial of three other theatre operators on similar charges, their cases were brought before other magistrates and the trial dates have not been set.

Johnston Honored at Berlin Film Festival

Special to THE DAILY

BERLIN, July 4 (By Air Mail).—On behalf of President Heuss, Mayor Willy Brandt of Berlin decorated Eric Johnston, president of the Motion Picture Export Ass'n., today with the Grosse Verdienstkreuz Der Bundesrepublik. This highest German order was given in recognition of his work in regard to the Berlin Film Festival just concluded here.

MGM Signs Gregory

HOLLYWOOD, July 6—Paul Gregory has been signed by MGM to a long-term producer contract, and joins the studio organization November 1. For his first production, he will bring to the screen "God and My Country," to be adapted from MacKinlay Kantor's novel. Prior to taking offices at MGM, Gregory will complete pre-production preparations of a new Broadway play, "The Pink Jungle," for which Ginger Rogers and Agnes Moorehead have been cast to date. The film is set for an October opening.

'Circus' Here July 17

Allied Artists' "The Big Circus", will open Friday, July 17 at the Roxy Theatre here.

ABC Vending Corporation Celebrating 35th Birthday

ABC Vending Corp., together with its predecessor companies, this month will celebrate the 35th anniversary of its founding, since which time the company has achieved diversification from theatre food concessions to automatic vending installations in several other fields.

Today's ABC Vending Corp. represents unity of activity with Berlo Vending Corp. of Philadelphia and Confection Cabinet Corp. of Chicago.

McLendon Forms Own Distribution Company

Special to THE DAILY

DALLAS, July 6.—McLendon Radio Pictures, Dallas film company which just premiered its first two feature films here, will set up its own company to handle distribution of this as well as forthcoming product, it was announced by Gordon B. McLendon, president. "The Killer Shrews" and "The Giant Gila Monster" grossed a big $20,010 at the Majestic Theatre and an unusual $7,587 at the Palace in Fort Worth in the seven-day run of their world premiere engagement. In addition, 11 theatres in smaller theatres surrounding the premiere area recorded similar box office grosses.

Signing Up Exchanges

McLendon said that McLendon Radio Pictures Distributing Company field forces were already signing contracts with film exchanges throughout the country for summer play-dates for the double bill. Other product is being sought for release. The new company will further handle nationwide distribution of "My Dog, Buddy," third McLendon-made feature, already completed and scheduled for Thanksgiving release.

Castle Will Make Tour

Producer-director William Castle will take to the road to make a series of "live trailer" on-stage personal appearances on behalf of "The Tingler" in four key-city pre-release situations. Castle recently completed the picture, as his initial William Castle and Associates production for Columbia Pictures release. Castle will begin his "live trailer" appearances July 30 at the Broadway Capitol Theatre in Detroit. Other cities include Boston, Atlanta, and San Francisco.

Oakley Stafford, 53

HARTFORD, July 6—Oakley Stafford, 53, for the past 20 years amusement columnist and film critic for the *Hartford Courant*, local morning daily, died at Hartford Hospital following a brief illness.

'Bat' Returns

(*Continued from page* 1)

ernized" version written by the experienced screen mystery playwright, Crane Wilbur, and starring those competent performers, Vincent Price, Agnes Moorehead and John Gavin.

And returning to a new chapter of motion picture activity with it are such well known industry names as Liberty Pictures, C. J. Teplin and Sam Dembow, Jr.

Tevlin bought the Liberty name several years ago. It was the Frank Capra company of the early 1940s. Tevlin, who has been active in the industry since 1917, was head of RKO Radio studio operations for five years up to the time Hughes sold the company in 1955. He parted with Hughes two years ago.

Dembow a Real Veteran

Tevlin conceived the idea of producing a modernized version of "The Bat." He formed an association with Dembow and re-activating the Liberty names began preparations. Dembow, his Eastern mentor, also is widely experienced in all branches of the industry with which he has been identified since 1913. Of late, he has been a producers' representative here, operating as the Producers Service Co., of which he is president.

Dembow interested Leonard Goldenson, head of American Broadcasting-Paramount Theatres, which had just discontinued its own production organization, in "The Bat." Goldenson agreed to provide financing, which is compatible, of course, with AB-PT's recently announced policy of encouraging independent production by making financing available to promising properties.

Although in the course of the years Tevlin has supervised scores of productions of all types, "The Bat" is his first strictly personal and independently-produced film. By virtue of careful planning and advance preparation, Tevlin brought it in under budget and ahead of schedule.

Feels the Film 'Can't Miss'

Associate Dembow is proud and happy. As a veteran showman he knows Liberty has a valuable property. And looking over the cost sheets, he knows as well that "The Bat" is a shoo-in. Can't miss.

Allied Artists, no stranger to the handling of mystery-terror attractions, will distribute in the U.S., Canada and England. Tevlin, Dembow and Goldenson control the distribution rights for the rest of the world.

So confident of success is the new production combine, Dembow says, that two subsequent productions are under consideration now. Arrangements have not progressed far enough to permit naming titles, but both will be modernized versions of stage classics of the same popular scale as "The Bat," Dembow says.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

'Heroes? After this...you'll get your medals in hell!"

RITA HAYWORTH

as Adelaide Geary

THEY made this year's big picture!

GARY COOPER
as Major Thorn

COLUMBIA PICTURES
presents

GARY COOPER • RITA HAYWORTH
VAN HEFLIN • TAB HUNTER

in
the
WILLIAM GOETZ
Production of

THEY CAME TO CORDURA

co-starring
RICHARD CONTE • MICHAEL CALLAN
DICK YORK
Directed by
ROBERT ROSSEN
A GOETZ-BARODA
PRODUCTION
From the Novel by
GLENDON SWARTHOUT
Screenplay by
IVAN MOFFAT, ROBERT ROSSEN
CINEMASCOPE
In
EASTMAN
COLOR

PRINTED IN U.S.A.

PEOPLE

Harold Metz, who has been director of special management projects of the RCA International Division in New York, has been named to the newly-created position of vice-president, Technical Educational Program, with responsibility for providing management direction of the RCA Institutes, Inc.

□

Norton Greenberger, son of Sam Greenberger, of the Community Theatres Circuit, Cleveland, has received his M.D. degree from Western Reserve University. On Aug. 16 Barbara, daughter of the exhibitor, will be married to **Philip Arthur Arian,** currently on Army Reserve duty at Fort Knox, Ky.

□

Ben Langbord, formerly assistant booker in Montreal for Columbia Pictures, has accepted the new post of Ontario sales representative for International Film Distributors and Allied Artists.

□

C. M. **Hawk,** formerly manager of the Ada Theatre, Ada., O., for **Leo Yassenoff** of Columbus, has taken over the house on his own.

Paramount to Promote

(*Continued from page* 1)

states will see the presentations.

Edith Head, Paramount's multi-Academy Award winning designer, will lecture and present the models at a series of conventions throughout the Greater Los Angeles area. She will concentrate on "But Not For Me," "That Kind of Woman," and "Career." Fashions from other Paramount pictures also will be added as the campaign continues.

First of the "convention circuit fashion shows" will be the Western Shrine Association meeting on August 7 with 8000 wives attending. This will be followed by an automobile industry meeting, a convention of children's hospital organizations, several national groups of club women and other groups already scheduled.

Maryland Censors

(*Continued from page* 1)

censor board more than two years ago, several parts were eliminated and it was never released in the state. Board chairman C. Morton Coldstein said the U. S. Supreme Court's ruling last week striking down the New York censorship law and voiding a New York ban against the film is "a directive to the Maryland censors." As a result, he has asked Maryland's attorney general Ralph Sybert to review the Maryland censorship law which is basically the same as the New York law which the Supreme Court ruled against.

Until the attorney general replies, Coldstein said today, the censor board must use its own discretion in licensing the movie.

Holiday Big Boost to Grosses

(*Continued from page* 1)

maintaining the momentum of fast openings.

"Anatomy of a Murder," one of the few openings of last week, was "outstanding" in its first four days, which included the weekend, at the Criterion and Plaza Theatres. The Columbia release grossed $39,940 at the Criterion and $15,700 at the Plaza, for a combined take of more than $55,000. Only the long running time of the Otto Preminger film was reported to have held it from reaching an even higher figure.

Strong Out of Town

"Anatomy of a Murder" was also reported to be doing strong business in its initial out of town openings. At the Warner Beverly in Los Angeles, the picture took $17,000 in four days, and $16,659 in the same period at the United Artists Theatre, Detroit.

Columbia's "Middle of the Night," a hold-over at the Forum and Trans-Lux 52nd Street theatres, also turned in "fancy grosses." Friday through Sunday, the drama played to an $8,700 gross at the Forum and a $6,644 gross at the 52nd St. The picture was also reported to have had a "very big" four-day opening at the Playhouse Theatre in Washington, D. C., where it earned $8,590.

United Artists' "The Horse Soldiers" grossed a "huge" $25,284 over the Fourth of July weekend at the Astor Theatre. Continuing its remarkable performance at the new Loew's State Theatre, UA's "Some Like It Hot" rolled up a $32,514 gross for its 14th week, which included the holiday weekend.

'Nun's Story' Popular

Warner Bros.' "The Nun's Story" turned in a "very good" weekend at Radio City Music Hall, according to president Russell V. Downing. Thursday through Sunday, the Fred Zinnemann production grossed $104,000, and should turn in a $175,000 third week, Downing said.

20th Century-Fox had three pictures going for it in the metropolitan area over the holiday weekend. "The Diary of Anne Frank" grossed $20,000 in three days at the RKO Palace, where it switched to a continuous run policy last week. "Say One for Me" did $24,000 Friday through Sunday at the Paramount Theatre, termed "very good." "South Pacific," in its 35mm version at 10 neighborhood theatres, grossed $110,000 for the three-day weekend. It was pointed out that these theatres will gross an estimated $200,000 for the second week, ending tonight.

'Mysterians' in 96 Houses

Ninety-six theatres in the metropolitan area showing M-G-M's "The Mysterians" will have grossed in excess of $500,000 by the close of a week's engagement tonight, it was reported. Benefitting from an extensive saturation campaign on local television, the picture was said to be especially strong on matinees. M-G-M has another potential winner in Alfred Hitchcock's "North by Northwest," which set a new record for the company at the United Artists Theatre, Chicago. In five days, the picture grossed $34,000, with $50,000 estimated for the first week.

Universal - International's "This Earth Is Mine," together with a stage show headed by Cretchen Wyler, grossed $34,500 over the weekend at the Roxy Theatre. This marked the first three days of the second week. In its first week, the picture grossed $66,000. According to reliable reports, Universal is enjoying some of its best "chiller" business with "The Mummy," which opened "very strong" late last week at the Paramount in Atlanta.

Danny Kaye's "The Five Pennies," holding over at the Capitol Theatre here, will gross an "excellent" $42,000 in its third week, which includes the holiday weekend. The Paramount picture was also reported to be doing strong out-of-town business.

It racked up a record - breaking $23,575 in its first week at the Esquire, Chicago, and followed with $13,629 for the first three days of the second week. At the Imperial, Toronto, the picture set an all-time opening day mark of $5,576, and held that pace for the first five days for a mark of $16,572, the best record of a Paramount picture in the past five years. Top grossing results in the first weeks at the Paramount, Boston, and at the Valley Cincinnati, sent the film into extended holdovers at both houses.

S.E.C. Reports Decca Buy of 'U' Common

From THE DAILY Bureau

WASHINGTON, July 6—Decca Records bought another 25,100 shares of Universal Pictures Company common stock in May, boosting its holdings to 200,600 shares, according to a Securities and Exchange Commission report.

The report covered trading in film company stocks by officers, directors, and large stockholders. Most transactions reported took place in May.

The report revealed that Sol A. Schwartz in April had exchanged his entire 23,000 shares of List Industries Corp. common stock for stock of the Glen Alden Corp. in the merger affecting those two companies.

Five officers of 20th Century-Fox increased their stock holdings in May. Joseph M. Moskowitz exercised a stock option for 10,000 shares, making a total holding of 10,600 shares. Donald A. Henderson acquired 2,000 through a stock option for a total of 2,610. Francis T. Kelly and C. Elwood McCartney each acquired 1,250 shares through stock options, their total holding. J. B. Codd acquired 1,250 shares for a total of 1,850.

Jack L. Warner sold 10,000 shares of Warner Brothers Pictures common stock at $26.12 a share under an option give in March, 1957. He was left with 227,431 shares. Benjamin Kalmenson acquired 10,000, his total holding.

'Oregon Trail'

(*Continued from page* 1)

for a 150-theatre saturation opening of the CinemaScope-De Luxe color attraction, were announced yesterday by Alex Harrison, 20th general sales manager.

Following the opening in Portland, according to Harrison, "Oregon Trail," will play theatres throughout the area over which the old Oregon trail of the 1800's ran. The Salt Lake, Denver, Kansas City and Omaha branches will be the focal point of the saturation.

At the premiere, Governor Mark O. Hatfield will personally greet stars Fred MacMurray, Nina Shipman and William Bishop along with producer Richard Einfeld and director Cene Fowler, Jr. Other celebrities in attendance will be Senators Wayne Morse and Richard Neuberger.

Judge to View Film

(*Continued from page* 1)

this action was upheld by Mayor Richard J. Daley and Police Commissioner Timothy J. O'Connor.

In the suit it is contended that the Chicago ban is a violation of the Constitution in being an abridgement of freedom of speech and a deprivation of property without due process of law.

Television Today

Who's Where

Appointment of **Stefan A. Meyer** to the newly-created post of director of program services, NBC Participating Programs, was announced by **Jerry A. Danzig**, vice-president, NBC Participating Programs.

□

Harvey Chertok has been named manager of the merchandising department for National Telefilm Associates, Inc. Chertok succeeds **Irving Lichtenstein**, who recently was named station manager for WNTA AM-FM, NTA's owned and operated radio stations in Newark, N. J. Chertok joined NTA in January 1956 as liaison man for the research and promotion departments.

□

Jim Phillips has joined the staff of **William T. Orr**, Warner Bros. television executive producer. Phillips will act as general assistant to Orr and his executive assistant, **Hugh Benson.**

□

Appointment of **David Aubrey**, as an NBC-TV network salesman in the Detroit area, effective Aug. 1, was announced by **Don Durgin**, vice-president, NBC Television network sales. Aubrey will report to **Walter Gross**, NBC Television Network sales manager in the Detroit area.

Jan.-May Net Billings Top $260,000,000

Network television gross time billings topped $260,000,000 in the first five months of 1959, an increase of 9 per cent over last year, Norman E. Cash, president of the Television Bureau of Advertising, reported. Billings for ABC, CBS and NBC during May 1959 exceeded $50,000,000 for the third month in a row. May billings totalled $52,085,557, up 8.7 per cent over the month a year ago.

The network figures are compiled by leading national advertisers-broadcast advertiser reports.

Premiere Films Sets 3 Foreign Pictures on TV

Marshall Schacker's Premiere Films, representing European producers has just placed three European productions with television distributors of feature films. Two of these have never been released to theatres here—"The Girl and the Palio," starring Diana Dors and Vittorio Gassman, placed with Medallion Pictures; and "Forbidden," starring Mel Ferrer and Eduardo Diannelli, set with UMPO. The third feature, "Too Bad She's Bad," stars Sophia Loren and Vittorio De Sica. This film has already had a theatrical release here, and has now been placed with United Artists Television.

Heavy Ad Drive Backs 'Imitation,' Subsequent

An extensive and unusual newspaper ad campaign, planned and executed by Universal and RKO Theatres, launched U-I's "Imitation of Life" subsequent run on the RKO circuit yesterday. Early reports indicated very strong matinee business for the picture which made records on its first runs last month.

The campaign, planned by Charles Simonelli, and Jeff Livingston of Universal and Harry Mandel of RKO Theatres, featured four different ads. In the *Journal American* a run-of-paper ad, on page 5, included the standard ad mat in the center surrounded by stills from the picture for a full page. In the *World Telegram* there was a regular ad on the amusement page plus a specially prepared ad addressed to women readers adjacent to the Ann Landers column on the women's page. The *Mirror* and the *Post* carried full page ads, a subfeature line of which was "It's a four handkerchief picture."

In addition to the ad campaign, Fannie Hurst, author of the novel on which the picture is based, appeared at the RKO 86th Street and the RKO Fordham to autograph copies of the book. Last night she and Borough President Hulan Jack took part in special ceremonies at the reopening of the Regent theatre.

'U' Sales Meet

(*Continued from page* 1)

Petticoat," "Spartacus," "The Snow Queen" and "Sapphire."

Attending from New York along with Martin will be F. J. A. McCarthy, assistant general sales manager, and James J. Jordan, circuit sales manager. Regional sales managers participating will be Joseph Rosen from New York; Barney Rose from San Francisco; P. F. Rosian from Cleveland and R. N. Wilkinson from Dallas.

Jeff Livingston, Eastern advertising manager, will represent the advertising and publicity department.

Festivals Aid

(*Continued from page* 1)

are quick to size up new and unusu films, to note audience and press r action to them, and otherwise prepa themselves to procure popular a profitable programs for their partic lar market."

Golden, who was recently U.S. del gate to the Cannes film festival a has been a U.S. delegate to ma previous ones, made the remarks in speech prepared for delivery tomo row to the convention of the Moti Picture Owners of Virginia in t Chamberlin Hotel here.

The Commerce Department offici said some 500 journalists from all ov the world cover the average film fes val, and their reports can stimula the box office potential of films. Th festivals also help publicize new sta he added. But most important, he sai the festivals function as an intern tional film market where spirited bi ding can take place for top films.

Sees Producers Helped

Producers have an obviously equal great stake in festivals, Golden sai Pointing out the dependence of U. producers on the foreign marke Golden declared that "to maintain improve our position, it is incumbe upon the American industry to co tinue its festival participation."

"To send anything but the fine films and the most attractive stars such a gold mine of world-wide pul licity would be shortsighted," he said

Golden urged a rebirth of industr showmanship to lure people back int motion picture theatres. Americans, h argued, "will have more money t spend and more leisure time. The will want entertainment and be wil ing to pay for it. Creative selling i the theatre field will require the kin of thinking that gets inside the poten tial customers and the customer's cus tomer and asks and answers this ques tion: "What do I want that only theatre will give me or give me bette than I can get it elsewhere?"

Boon in New Post

ROCHESTER, N.Y., July 6—Joseph L. Boon, associate director of appa ratus research and development fo the apparatus and optical division o the Eastman Kodak Company, ha been named an administrative assist ant to the general manager of the company, it was announced by Wil liam S. Vaughn, vice-president and general manager. In his new position Boon will maintain liaison with cer tain classified military projects i which the company is engaged.

Rhoden Rites

(*Continued from page* 1)

ities about six weeks ago, he, with a brother, Clark Rhoden, founded Premier Productions, a television film concern.

He was also president of Imperial Productions, a motion picture producing company, among whose releases was "The Delinquents."

NT Dividend Set

LOS ANGELES, July 6. — The board of directors of National Theatres, Inc., has declared a quarterly dividend of 12 and one-half cents per share on the outstanding common stock of the corporation. The dividend is payable July 30 to stockholders of record at the close of business on July 16.

Two Companies Acquire Shares in Consolidated

Special to THE DAILY

TORONTO, July 6—A substantial block of shares in Consolidated Theatres Ltd., Montreal, has been acquired by two theatre companies. The shares were taken by United Amusements Corp. Ltd. and Famous Players Canadian Corp. Ltd.

United Amusements Corp. Ltd., in which Famous Players is an important shareholder, will take over the operation of the Consolidated theatre interests. These interests include: the Princess Theatre property, a lease on Her Majesty's Theatre, Montreal legitimate house, and the Corona in St. Hyacinthe, Quebec. It operates the Capitol, Palace, Loew's and Imperial, Montreal, under a management agreement with Famous Players. Through associated companies Consolidated Theatres is also interested with Famous Players in the operation of the Orpheum and Alouette, Montreal, and the Victoria, Classic and Sillery in Quebec City.

The changes announced by Lester Adilman, elected successor to J. Arthur Hirsch as president of Consolidated at a meeting of the board of directors last week, also resulted in John J. Fitzgibbons, president of FPCC, becoming chairman and William Lester, president of United, vice-president and general manager.

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A Complete Line of Professional Cine Films

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 5 NEW YORK, U.S.A., WEDNESDAY, JULY 8, 1959 TEN CENTS

Foreman Proposal

School for Production Talent Urged

Cites Importance of Giving Better Chances to Youth

By WARREN G. HARRIS

A strong plea for the development of new creative and acting talent by the American motion picture industry was voiced here yesterday by Carl Foreman, executive producer of High-road Productions, who is in New York from Europe to discuss plans for his "The Guns of Navarone" and other productions with executives of Columbia Pictures.

Foreman said that it is "very important to develop people who have contact with the younger generation." The average age of Hollywood's creative talent, he pointed out, "is closer to 45 than 35," while the majority of today's movie-goers are between the ages of 16 and 23. While admitting that Hollywood has done fairly well in developing "new. faces," Fore-

(*Continued on page 5*)

Integrate Screen Gems Into Columbia Studio

From THE DAILY Bureau

HOLLYWOOD, July 7.—Following the move of Irving Briskin from Screen Gems to Columbia Pictures as a vice-president, Samuel J. Briskin, Columbia's vice-president in charge of studio operations, has announced that the entire West Coast Screen Gems

(*Continued on page 5*)

MPEA for Bill to Ease Tax on Firms Abroad

From THE DAILY Bureau

WASHINGTON, July 7—The Motion Picture Export Association this week will urge Congress to approve legislation to ease the tax on firms operating overseas.

Albert Fisher, of Loew's, is sched-

(*Continued on page 5*)

TELEVISION TODAY—page 4

Necessity of Annual Promotion Fund Is Stressed at Virginia Convention

By MARTIN QUIGLEY, JR.

OLD POINT COMFORT, Va., July 7.—The necessity of theatres having an annual budget for promotion and of planning each campaign in advance were points stressed at an advertising-promotion panel at the opening business session of the convention of the Virginia Motion Picture Theatre Ass'n. here today. Meetings are being held at the Chamberlin Hotel here.

Panelists participating in the discussion included Harvey Hudson, manager WLEE-MBC, Richmond; William Dietz, WVEC-TV, NBC, Hampton; Duff Clever, WGH-ABC, Hampton;

(*Continued on page 5*)

Fox to Release Film On Seaway Project

"Royal River," a documentary film dealing with the current visit of Queen Elizabeth II and Prince Philip to Canada and the United States, in conjunction with the opening of the St. Lawrence Seaway project, will be produced by the National Film Board of Canada and distributed on a world-wide basis by 20th Century-Fox. This was announced jointly yesterday by Guy Roberge, chairman of the National Film Board, Alex Harrison, 20th general sales manager, and Emanuel

(*Continued on page 2*)

Miss MacLaine, Disney Film Berlin Winners

Special to THE DAILY

BERLIN, July 7. — Shirley MacLaine, American actress tonight took a Silver Bear Award at the International Berlin Festival for her performance in Metro-Goldwyn-Mayer's "Ask Any Girl."

In a festival notable for its paucity of citations to American films and players, the U.S. scored in another category when Walt Disney's "White

(*Continued on page 5*)

NTA Will Move Home Offices to West Coast

The home office of National Telefilm Associates, Inc. will be moved to Beverly Hills, Calif. on Oct. 1, 1959, it was announced yesterday by Ely A. Landau, chairman of the board. The new NTA West Coast offices will be consolidated with those of National Theatres, Inc., which ac-

(*Continued on page 4*)

FCC Doubts It Has Rein On Wired Pay-TV Tests

From THE DAILY Bureau

WASHINGTON, July 7.—The Federal Communications Commission has raised serious questions about the advisability of a House bill to require the FCC to regulate wired pay-television tests.

The FCC doesn't flatly oppose the

(*Continued on page 4*)

Average TV Station Shows 6 to 10 Feature Films Weekly, Survey Shows

The average television station in the U.S. presents from six to 10 feature films a week, but some stations show as many as 45 films in that period. This was revealed in a new study of the pattern of feature films usage by TV stations just completed by NTA International.

Harold Goldman, president, said the survey also showed that in terms of hours devoted to feature film telecasts per week the greatest number of stations aired features from 10 to 20 hours a week. The highest total of air time allotted to features was reported by three stations which said they carried features from 50 to 70 hours weekly.

A total of 300 stations, or 54.2 per cent of the U.S.'s 554 stations, responded to the NTA International questionnaire. Stations responding represented not only more than half of all these on the air in the V.S., but covered every market situation, from seven station markets to one station markets.

A sharp difference in feature film use between independent stations and

(*Continued on page 4*)

Steady Flow

MGM Slates 44 Pictures Into 1960

Siegel Says Studio Will Maintain High Activity

From THE DAILY Bureau

HOLLYWOOD, July 7—With 18 major story properties in preparation, three to be assigned shortly, seven to start during the next three months, three completed last week and two currently filming, MGM's forthcoming production program has been scheduled to maintain a consistently high level of activity through the balance of 1959 and into 1960, it was announced by studio head Sol C. Siegel.

In addition, 11 films have been set for release, including the spectacular "Ben-Hur", which will world premiere this fall at Loew's State Theatre in New York. Other definite road-show engagements to date are set for Los Angeles and Boston.

This brings the total of pictures projected and completed to 44, as-

(*Continued on page 2*)

Ferguson Dies; Former MGM Exploitation Head

Special to THE DAILY

WELLS, Me., July 7.—William R. Ferguson, who was in charge of exploitation for M-G-M for 30 years before his retirement in 1950, died here yesterday of a cerebral hemorrhage. Funeral services will be held Thursday at the Lucas Funeral Parlor in

(*Continued on page 4*)

Cleveland Officials Approve 'Anatomy'

Special to THE DAILY

CLEVELAND, July 7.—Three city officials after screening "Anatomy of a Murder" found no objection "whatsoever" to the picture, which opens July 15 at the Allen Theatre. Safety director John W. McCormick, police chief Frank W. Story and chief police prosecutor Bernard J. Conway agreed the dialogue was used "matter of factly and not obscenely."

PERSONAL MENTION

OLIVER UNGER, president of National Telefilm Associates, has left New York for Europe aboard the "Liberte."

•

MRS. JAMES DANIEL VAUGHAN, JR., daughter of MR. and MRS. J. J. O'CONNOR, vice-president of Universal Pictures, gave birth to a daughter, TRACY MARIE VAUGHAN, at the New Rochelle Hospital last week. Mr. and Mrs. Vaughan also have a one-year-old son, James.

•

MILTON BROCKETT, head booker for Crescent Amusement Co., Nashville, has returned there from Atlanta.

•

JOSHUA LOGAN, director, has returned to Hollywood from New York.

•

SIDNEY LANDAU, assistant treasurer of United Artists, has left here aboard the "Liberte" for Europe.

•

JAY H. LASKER, Kapp Records general sales manager, left New York yesterday for the Coast.

•

JOHN MAJDIAK, Jr., Columbia booker in Cleveland, is honeymooning in the Catskills with the former DONNA PERKO.

•

JUDITH ANN SUDMIN, daughter of MORRIS SUDMIN, 20th Century-Fox branch manager in Los Angeles, was married there to PETER DAVID KAPLAN of Baldwin Hills.

•

JAMES V. FREW, Southern district manager for Continental Distributing, Inc., has returned to Atlanta from New Orleans.

•

JAMES COLLINS, of Smith Management Co., Boston, has returned there from Hartford.

•

SAM LUTZ, Hollywood talent agent, left here late last week for London via B.O.A.C.

WANTED-NEW CUSTOMERS!
Young fella with 39 years experience desires to service dollar-wise showmen with top-quality...
SPECIAL ANNOUNCEMENT TRAILERS at cost no higher than you now pay.
Let the Prize Baby prove his superiority.
Your satisfaction will be long-lasting.
NATIONAL SCREEN SERVICE
TOPS IN TRAILERS!

MGM Schedules 44 Into 1960

(Continued from page 1)

suring MGM a steady flow of important product well into next year, Siegel said.

In final pre-production preparation for filming are "The Gazebo," "The Subterraneans," "Please Don't Eat the Daisies," "Bells Are Ringing," "Key Witness," "The Adventures of Huckleberry Finn" and "The Secret Classroom."

Also in active work are "Go Naked in the World," "Lady L.," "Cimarron," "A Voice at the Back Door," "Platinum High School," "Recollection Creek," "The Travels of Jaimie McPheeters," "The Elsie Janis Story," "Four Horsemen of the Apocalypse," "Ever for Each Other," "Unholy Spring," "Devil May Care," "Bridge to the Sun," "Butterfield 8," "Chautauqua," "I Thank a Fool," "Sweet Bird of Youth," and "County Fair."

Productions to be assigned in the near future are "Spinster," "The Golden Fleecing," and "Prisoner in Paradise."

Pictures completed last week are "Home from the Hill," "The Time Machine," and "The Last Voyage."

Before the cameras are "Never So Few" and "The Wreck of the Mary Deare."

Completed and scheduled for release are "Ben-Hur," "North by Northwest," "It Started with a Kiss," "Libel," "The Beat Generation," "The Scapegoat," "For the First Time," "The House of the Seven Hawks," "Tarzan, the Ape Man," "The Big Operator," and "Girls' Row."

Edwards to Columbia In Promotion Spot

Steve Edwards has been named special promotion coordinator for the Columbia Pictures spectacular, "The Warrior and the Slave Girl," it was announced yesterday by Robert S. Ferguson, Columbia's national director of advertising, publicity and exploitation.

Edwards will work on special promotions and advance exploitation for the Christmas release.

Previously he served as advertising-publicity manager of Rank Film Distributors of America for two years. From 1945 to 1956 he was director of advertising, publicity and exploitation for Republic Pictures.

Full Speed July 13 for Columbia Production

From THE DAILY Bureau

HOLLYWOOD, July 7—Columbia Pictures' summer production activity swings into high gear on July 13, according to Samuel J. Briskin, vice-president in charge of studio operations, when two features will go before the cameras, followed by another on July 20.

Two of the films: "Who Was that Lady?" and "The Gene Krupa Story," will be made at the studio. The third, "Gulliver's Travels," will be filmed on location in Spain.

Start of the three features will give Columbia a total of eight films shooting world-wide, with five already before the cameras.

Theatre Burned

DARBY, Pa., July 7.—A seven-alarm $200,000 fire wrecked Robert Abel and Arthur Silber's Wendy Theatre and surrounding building in this suburban Philadelphia community. The theatre, on a weekend basis, was not occupied at the time of the fire.

Fox to Release

(Continued from page 1)

Silverstone, 20th-International Corporation vice-president.

The film will be released as a three-reel subject in Canada, the United Kingdom and other Commonwealth countries and in a shorter version in the United States and the rest of the world. "Royal River" will be filmed in a wide screen process and in color by De Luxe. Prints will be available approximately Aug. 1, coinciding with the departure of the Royal party for Great Britain.

B-B Record Orders Mount; Pass 200 Mark

The demand for business building records for radio use has mounted, Charles E. McCarthy, Compo information director, said yesterday, with 212 records sent out to date. Additional heavy orders are anticipated following a series of demonstrations of the record at exhibitor gatherings this week, he added.

The record has met with an enthusiastic reception at all exhibitor meetings where it has been played, McCarthy has been advised. Exhibitor comment may be summarized from the statement of Edward F. Meade of Shea's Buffalo Theatres, whose order for five records for theatres in his circuit, carried the notation: "The institutional record has been received and meets with whole-hearted approval."

'U' Preferred Dividend

The board of directors of Universal Pictures has declared a quarterly dividend of $1.0625 per share on the 4¼ per cent cumulative preferred stock of the company. The dividend is payable Sept. 1 to stockholders of record at the close of business on Aug. 15.

TENT TALK

Variety Club News

TORONTO — Prominent figures the entertainment field here got hind the Variety Baseball Game raise $35,000 for the Heart Fund, spite the rain, which kept the atte ance to 5,256. Meanwhile the c picked up additional $500, the re of a "theatre night" by the Hamil Theatre Managers Association.

△

CLEVELAND—Aug. 24 has b chosen as the date on which the V ety Club will hold its golf tournam at the Lake Forest Country Club. the first time in the history of T No. 6, it will be a stag affair. Comm tee in charge includes David Ros thal, Irwin Shenker, Ted Levy, J Silverthorne, Nat Barach and Bar Weitz.

△

ALBANY, N. Y. — The Vari Club's Camp Thacher will receive per cent of the proceeds of the "To er of Talent" night on the Schi owned station WPTR. The remaini 20 per cent will be donated to t Will Rogers Memorial Hospital Saranac Lake. The event, held Hawkins Stadium, Menands, dr 18,000.

Expect Decision on Bi To Regulate Drive-ins

Special to THE DAILY

HARRISBURG, Pa., July 7.—De sion is expected this week by the M nicipal Corporations Committee the House of Representatives on a b proposing to regulate drive-in the tres, including the location of scre towers in regard to nearby highwa The principal feature of the propos legislation is a provision forbiddi screens to be visible from a publ road.

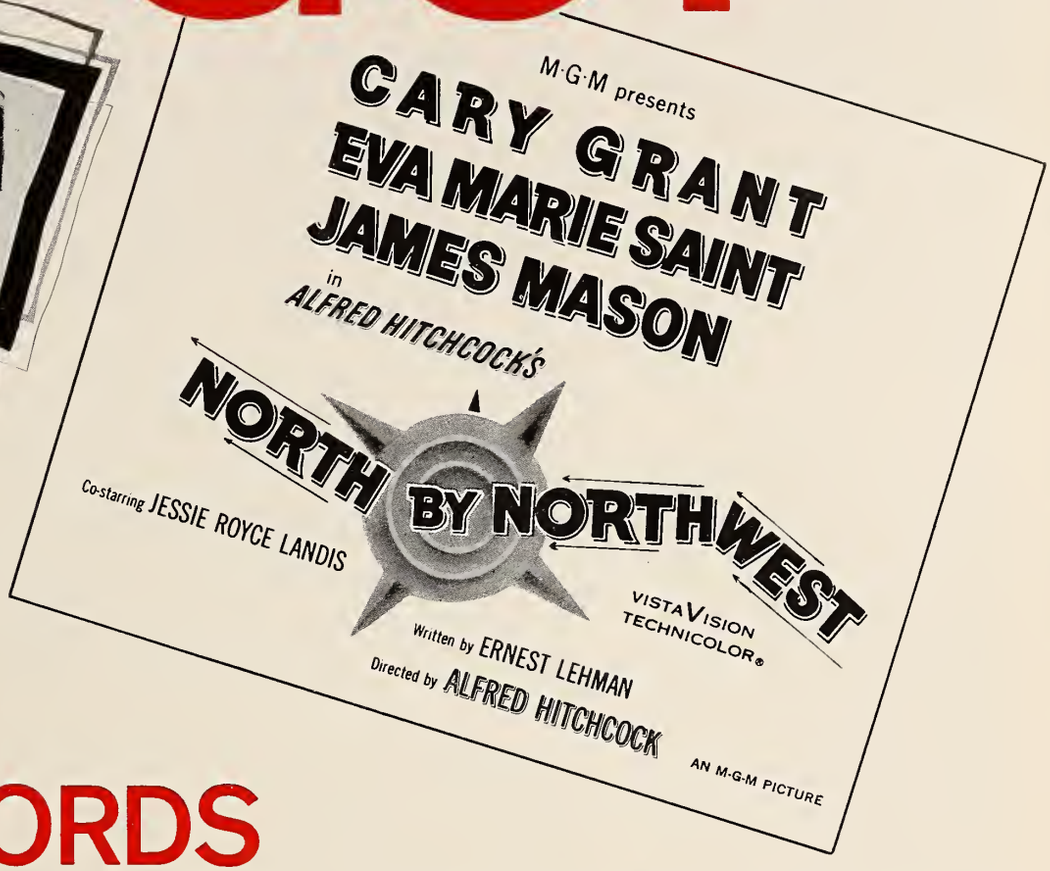
One of the points holding up co mittee approval of the bill is its app cation to existing drive-in theatre The committee is studying this poi as it could be within the state's poli powers to order existing drive-ins t conform in the interest of public saf ty. However, drive-in operators are a ready protesting to the committee th cost of relocating their prese screens, including changing the pr jection booth and the contours of th ground, would be prohibitive.

Md. Censors Move

BALTIMORE, Md., July 7.—Th Maryland State Office Building, erect ture Censors is now occupying its ne quarters in the recently complete Maryland State Office Building, erect ed to consolidate State agencies. C Morton Goldstein continues as chai man of the censor board.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

CHICAGO!



WORLD PREMIERE TOPS *ALL M-G-M RECORDS IN HISTORY OF UNITED ARTISTS THEATRE!

Including such giants as
Don't Go Near The Water" • "I'll Cry Tomorrow"

LONG DISTANCE FLASH FROM DAVID WALLERSTEIN, PRESIDENT, BALABAN & KATZ, CHICAGO:

"'North By Northwest' topped every M-G-M record against the greatest outdoor competition in Chicago history — 2 million people at lake front, 14 battleships, fireworks display, the Queen's arrival, perfect week-end weather. It takes a real blockbuster to set an all-time mark against such odds. Congratulations, M-G-M!"

AS PREDICTED BY TRADE PRESS:

'Will make nothing but money."—*M. P. EXHIBITOR* • "Top stars... Top b.o."—*VARIETY* Master hand of Hitchcock. Solid grosses."—*FILM DAILY* • "Smash box-office. Hair-raising climax." *-BOXOFFICE* • "Grand! Will have the audience n the edge of seat or enjoying hearty laugh." *-M. P. HERALD* • "Certain of success."—*M. P. DAILY* One of top boxoffice entries of the summer." *-FILM BULLETIN* • "The suspense-master's best ffort in years."—*INDEPENDENT FILM JOURNAL*

FCC Doubts

(*Continued from page* 1)

bill, sponsored by House Commerce Committee chairman Harris (D., Ark.), but a secret report to the committee in effect opposes it through its critical attitude. Committee officials indicated the committee would probably hold hearings on the bill in August.

The bill would require the FCC to regulate wired pay-TV tests on the same basis as the commission has proposed for broadcast pay-TV trials. The FCC has said it had no authority over wire, and the bill aims at meeting this by giving it authority over both interstate and intrastate wired pay-TV through control of the common carriers.

Constitutionality Questioned

The FCC report on the bill questions both the constitutionality of the measure and its desirability from a standpoint of public policy. On the constitutional question, the report said it questioned whether Congress could give the commission power over intrastate programs, and that most pay-TV programs would in fact originate and terminate within a particular state.

The report also said regulation should be aimed at the distributor of the program and not the common carrier, and questioned whether Congress could in fact attempt to reach the distributor indirectly through the common carrier.

Compares Two Systems

On the matter of public policy, the FCC pointed out that it is proposing to regulate broadcast pay-TV as a result of its general responsibility to license broadcasting. It says it has no similar responsibility over a private communications system, and questions whether Congress should direct the FCC to start regulating such systems just because they draw their audience away from free television.

NTA to Move

(*Continued from page* 1)

quired NTA recently, in a new office building in Beverly Hills. This also represents a change for National Theatres, which for many years has had its main offices in downtown Los Angeles.

Top NTA executive personnel and key departments, with certain exceptions, will move to the new headquarters. In addition to Landau, principal officers relocating in California will include Oliver A. Unger, president; Harold Goldman, executive vice-president and president of NTA International; and David J. Melamed, vice-president, administration.

In addition, NTA International, which is responsible under Goldman, for sales of feature films and filmed and "living tape" programs to stations both in the United States and foreign markets, as well as feature films for theatrical exhibition outside the United States, will headquarter in California effective Oct. 1.

NTA Pictures, which is responsible for sales in the United States of feature films for theatrical exhibition, is likewise moving to the West Coast.

Other NTA departments moving to Beverly Hills include creative film programming, advertising, promotion, research, public relations, accounting and legal.

Divisions which will continue to maintain headquarters in New York City are NTA Program Sales; NTA Telestudios and the Owned and Operated Stations Division.

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zylos-cyms-harps
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AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

THE WALLS at Harry Wismer's apartment at 277 Park Ave. feature autographed pix of Pres. Eisenhower, J. Edgar Hoover, Ed "Moose" Krause, V.P. Richard Nixon, Ex-Pres. Harry S. Truman, Gen. Omar Bradley, Bob Hope, Perry Como to mention just a few. Harry just left over the weekend with several friends for a fishing trip to Newfoundland and he'll have to take a larger apartment to hold the new pix since his companions on the trip include Roy Howard, chairman of the board of the Scripps-Howard Chain, Jack Howard, president, Mims Thomason, exec. V.P. of U.P. International, and Mark Ferree, gen. mgr. of Scripps-Howard . . . Lee Allen, production manager at WNTA, Newark, will add several newscast and deejay programs to his personal routine. Lee is a man of many and varied talents . . . Fess Parker dropped by last week to visit his old pal, Phil McLean, during his WJW-TV (Cleveland) teen-party program and stopped the show when he warbled his new Cascade platter of "Strong Man." Walt Maskey later told us that this spontaneous reception was easily one of the most enthusiastic he'd ever witnessed . . . Composer-producer Julie Styne of "Gypsy" will ABChat with Peter Lind Hayes and Mary Healy Friday, July 17 . . . Hugh Wedlock and Howard Snyder have been signed by producer-director Bill Asher to script the "Fibber McGee & Molly" series which NBC-TVees off Tues. Sept. 15. Bob Sweeney and Cathy Lewis will co-star in the title roles . . . Frank Sinatra's initial Timex TV 'er on the ABChannels Mon. Oct. 19 will feature as guests, Bing Crosby and Dean Martin. Frank will do 4 Timex shows in all for the season . . .

☆ ☆ ☆

Credit Phil Nolan, dynamic young program director at KALL, Salt Lake City with a clever stunt that payed off. On Father's Day, he awarded a wrist watch to every man in the state of Utah who became a father that very day. Station warded 40 watches in all and garnered itself about a zillion dollars worth of good will and publicity . . . Another "sweet & hot" item about Salt Lake City: Eugene Jelesnick, one of the nation's most talented violinists and conductor of the S. L. Philharmonic Orchestra, has recorded "The Hot Canary" b/w "Roumanian Rhapsody" on his own Gold Leaf Records, which proves to be one of the finest "singles" we've heard in years . . . Did you know that pert, pretty and popular Marilyn Gumin of Station WISN, Milwaukee, is the daughter of Joe Gumin, ork pilot of the "best dixieland orchestra north of the Mason Dixon Line?" . . . Dennis Bell, who appeared on the "Dick ABClark Show" last week, is thrilled because Tommy Edwards' listing shows his "Jeanine" (Top Rank) in the #19 slot (this one may very well ring the Bell for the teen-age Dennis) . . . Lee Allen, production manager at WNTA will start his own series of TV and radio newscasts next week . . . Eddie Heller, MGM Album A & R chief, mucho excited about the way "Victory At Sea in Jazz" (by Aaron Bell) is selling . . . Merv Griffin will sub for vacationing Bill Cullen on "The Price Is Right" NBContests for the weeks Aug. 3 and 10 . . .

Ferguson Dies

(*Continued from page* 1)

York, Me., with interment at Oceanview Cemetery in Wells.

Born in Gloucester, Mass., Ferguson began his career in the newspaper field, working on the *Boston Herald* at one time and later becoming circulation manager, advertising manager and managing editor on various papers. Later he was advertising-publicity director of the New England circuit. In 1920, he joined M-G-M as head of exploitation and became one of the most widely known executives in the field before his retirement 30 years later.

He was president of the Association of Motion Picture Advertisers in 1934-35. He is survived by his wife, Bessie.

Station Study

(*Continued from page* 1)

network affiliated stations is broug out by the survey. Independent st tions, of which 17 participated in t study, average 21 feature film tel casts each week for an average tim total of 36 hours per week or 38.3 their total telecasting hours. Affiliate stations, on the other hand, averag nine feature fims a week for an a erage weekly hour total of 15, or 13 per cent of their total weekly hou on the air.

As the number of stations in a ma ket increases, so does the use of fe ture films, the survey shows. Los A geles and New York stations devo 30.2 and 26.8 per cent of total a time, respectively, to feature film Detroit, Phoenix and Washingto each four station markets, devo 18.7, 19.4 and 20.3 per cent of tot air time, respectively, to feature Fresno, Sacramento, Albuquerque an Tucson, each a three station marke air feature films in 23, 21.7, 19.6 an 18.3 per cent of their total air time respectively.

Rexall Drug to Sponso Six Full-Hour Specials

The Rexall Drug Company wi sponsor six full-hour specials on th NBC Television Network during th 1959-60 season, it was announced b Walter D. Scott, executive vice-pres ident, NBC Television Network. Th series of six productions, all of whic will be telecast Sunday evenings o NBC-TV next season, are bein designed for maximum family appeal The shows will be television adapta tions of theatrical properties, two o them musicals.

David Susskind, of Talent As sociates, Ltd., will produce the en tire series for NBC-TV, with Jos Vega as associate producer an Renee Valente as production super visor. The 1959-60 Rexall series wi open with a musical production t be telecast Sunday, Oct. 18 (10-1 P.M. NYT). Dates of the other show will be announced later.

This season Rexall has presente four full-hour specials on NBC-TV and on Sunday, Aug. 16 (10-11 P.M NYT), will sponsor its final show o the 1958-59 period, "The Ransom o Red Chief," adapted from the O. Henry story.

Tribune Theatre Here Leased to Solom Ent.

Solom Enterprises, Inc., headed b Murray Meinberg, has leased the 800 seat Tribune Theatre at Park Ro and Frankfort Street here from Ar thur Enterprises, Inc. The theatre, lo cated in the old New York Tribun Building, is the only one in the down town financial district.

Until recently most of its patronag came in normal business hours, bu this is now being amplified by numer our housing projects in the area. Ber and Krumgold, theatre realty special ists, consummated the lease.

PEOPLE

William H. Smith, of Eastman odak Co., active in the development f advanced methods of inventory ontrol, distribution and produc- on scheduling at the company's dis- ibution center in Rochester, N. Y., as been elected a member of the peration Research Society of Amer- a, national professional society of ersons engaged in the scientific study military or business operations.

□

Francis Malloy has been named sistant manager of the Cine Webb, ethersfield, Conn., succeeding erald Clark, who has resigned. ockwood & Gordon, operator of the ouse, has also named **Robert Chris-** nsen as assistant at the Plaza heatre, Windsor, Conn., succeeding arold Billings, who has also resigned.

□

Herb Gaines, once a Warner rothers salesman in Albany and who cently returned there from Boston branch manager, was welcomed ick at a dinner tendered him at Neil ellman's Thruway Motel. The affair as also a farewell for **Ed Segal,** rmer manager, who has been shifted the Boston exchange.

□

Robert W. Stroh, news director with FMY-TV, Greensboro, N. C., has signed, effective Aug. 14, to become sociated with North Carolina Thea- es, Inc., of Charlotte.

□

Mrs. Carole Moessner, secretary to ene Goodman, branch manager for nited Artists in Atlanta, has resigned accept a position outside the in- istry.

□

Jack Felix, Allied Artists branch anager in Denver for the past seven ars, has resigned. No successor has en named and **Felix** has not yet an- unced his new connection.

□

John Scanlon head of Cee Jay En- rprises, Torrington, Conn., has taken er, through the medium of a sub- ase, the Strand Theatre, a Lock- ood & Gordon operation at Win- ed, Conn.

□

Louis Butterworth, doorman at e Paramount Theatre, Baltimore, lebrated his 87th birthday on ther's Day, at the same time unding out five years at the Para- unt, during which time he has ver been late or absent. A retired ilroad employee, patrons know and dress him as "Pop."

□

Douglas Hermans, assistant booker 20th Century-Fox in Albany, N. Y., s been named head booker, suc- eding **Richard Young,** who has signed.

□

James B. Demos, manager of the abama Theatre, Birmingham, has en assigned by the Wilby-Kincey circuit to manage the Paramount Theatre, Atlanta. **Donald Hyde** will succeed him at the Alabama.

□

James A. Morris, Jr., formerly with the advertising department of Union Carbide Chemicals Co., a division of Union Carbide Corp., has been appointed assistant director of advertising and promotion for Association Films, Inc., national distributor of 16 mm films for non-theatrical and television use.

School to Train Production Talent Urged

(*Continued from page* 1)

man stressed that "the process of creating new producers, directors and writers has slowed down to a stand still."

One way out, according to Foreman, would be for the industry to create an American Film School, "to embrace the seven aspects of production." Supported by the industry, such a school would be able to guarantee graduates employment upon completion of their studies, which, Foreman said, is not the case with regard to students currently following film courses in colleges and universities.

To Start With 'Navarone'

Foreman's own method for developing new talent will begin with "The Guns of Navarone" when he assigns a young and talented writer of his choice to simply "attend" the picture set every day, observing the various techniques of production. "All I want in return is to have first refusal on the scripts he may turn in as a result," the producer said.

'Guns' and 'The Key' Slated

Highroad Productions will also give young talent a chance to prove itself with a program of pictures budgeted considerably lower than its major entries like "Guns" and the earlier "The Key." The first of these is "The Mouse That Roared," a political satire in color starring Jean Seberg and Peter Sellers, and produced by Walter Shenson. Foreman said that this is "a bright and cheeky little picture" which will appeal to audiences of all ages.

Foremost in Highroad's thinking right now, however, is "The Guns," which is budgeted at $5,000,000 and will be filmed in Technirama-70. According to Foreman, the picture will run a minimum of three hours, including a 12-to-15 minute prologue featuring UPA animation and black-and-white newsreel clips. Filming of "Guns" will begin in January, perhaps in Cyprus if negotiations with the government there are successful, and the picture should be ready for release some time in the fall of 1960. Present plans call for "The Guns" to be sold as hard-ticket attraction.

Peck and Quinn to Star

"The Guns" will star Gregory Peck and Anthony Quinn, with four more players yet to be cast in important parts. Foreman thinks that some of them, at least, will be filled with "new faces." Alexander Mackandrick will direct the picture.

Virginia Meet

(*Continued from page* 1)

and Jack Wright, Wright Advertising Agency, Newport, News.

Solutions offered to theatre operation problems included better attention to patron comfort, improved physical surroundings, and aggressive merchandising of the theatre and each show.

R. Braxton Hill, Jr., C.P.A., partner in Waller and Woodhouse, Norfolk, also spoke pointing out the various advantages and pitfalls in the tax laws affecting theatre owners. He made it clear that even the operator of a small theatre or a small circuit should consult tax accountants or tax lawyers to determine how best to organize his business and take advantage of depreciation allowances.

One point not well known by all exhibitors, Hill said, is the necessity of getting a complete price breakdown at the time of purchase of any theatre or drive-in. If this is not done, he warned, tax authorities are likely to disallow depreciation when the equipment is obsolete or abandoned.

Paul Roth, general convention chairman, conducted the advertising-promotion forum. Prior to it delegates were welcomed by Syd Gates, president of the organization.

A highlight of today's sessions was an address by Nathan Golden, director of motion pictures for the U.S. Department of Commerce. The speech, released in advance, appeared in MOTION PICTURE DAILY yesterday.

MPEA Backs Bill

(*Continued from page* 1)

uled to testify for the MPEA before the House Ways and Means Committee Thursday afternoon in support of a bill by Rep. Hale Boggs (D., La.). The Boggs bill, which has wide support among many business groups, would cut the tax rate on overseas earnings by 14 percentage points.

It would also permit U. S. firms to set up special subsidiaries here to carry on business overseas and would defer taxes on the earnings of these subsidiaries until remitted to the U. S.

MPEA officials said they felt film companies would clearly qualify under the Boggs bill, but that they would propose several amendments to remove any possible doubt.

The outlook is slim, however, for Congressional approval of legislation as broad as the Boggs Bill. Administration officials today, opening committee hearings on the proposals, advocated amendments which would cut the bill down and clearly rule out film companies. They said the 14 percentage point provision should be removed entirely, and that the tax deferral privilege for the special foreign business subsidiaries should be available only for companies getting at least half their overseas income from actual production work in under-developed countries.

Berlin Festival

(*Continued from page* 1)

Wilderness" received a Golden Bear Award as the best documentary, chosen by an international jury that had sat in judgment on a total of 79 films entered in the festival, which has been in progress for the past 11 days.

Top Golden Bear honor went to France's "Les Cousins," as the best feature film. Jean Gabin was named Best Actor for his work in "Archimede le Chlochard." Top laurel as a director went to Akira Kurosawa for "The Hidden Fortress."

Hayley Mills, English actress, received a special Silver Bear Award for her portrayal in "Tiger Bay."

Screen Gems

(*Continued from page* 1)

operation will be integrated into the overall Columbia studio organization. The move, effective immediately, will be gradual in its actual integration. It will bring the TV subsidiary under the same roof with the parent company.

Four major departments of Screen Gems, production, story, casting and publicity, will first be integrated within the framework of the existing Columbia studio organization. The production department of Screen Gems will operate under the general aegis of Jack Fier, Columbia studio production manager.

Story and Casting Heads Set

The Screen Gems story department will now be under the supervision of William Fadiman, Columbia's executive story head, and Jack Fleischman, Columbia story editor. Screen Gems' casting will now be the responsibility of Maxwell Arnow, Columbia's talent executive, and Victor Sutker, Columbia's casting director.

Publicity operations of Screen Gems will now be under the supervision of John C. Flinn, Columbia studio director of publicity and advertising, and Bob Goodfried, Columbia studio publicity manager. Prime purpose of the move is to bring about a greater operational efficiency in the overall Columbia and Screen Gems organization.

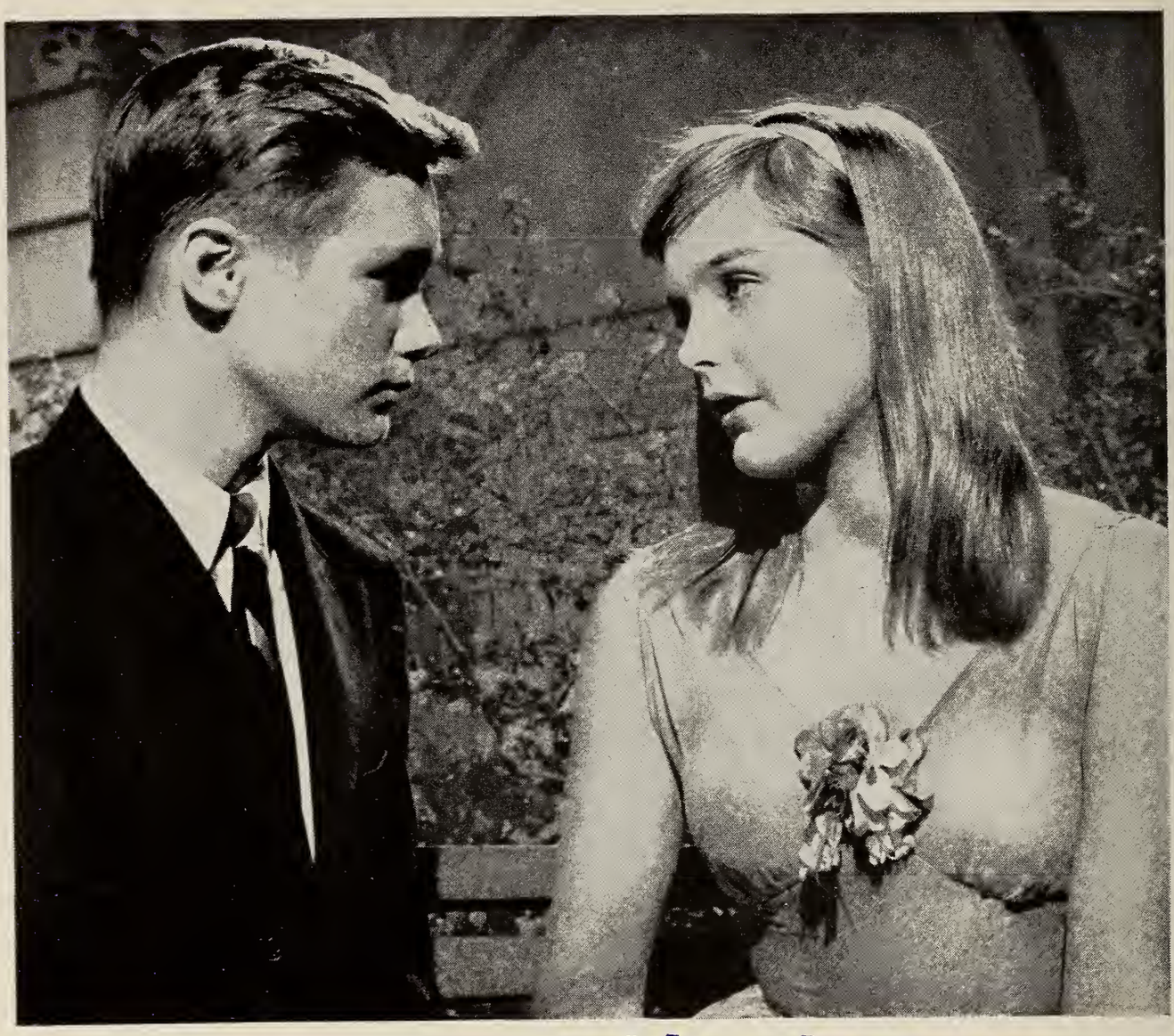
Small to Make 'Giant Killer' in 70mm for UA

Edward Small will produce "Jack the Giant Killer" in color and 70mm for planned release during the 1960 Christmas season, it was announced yesterday by United Artists, which will distribute the multi-million dollar motion picture.

Based on the age-old legend, the picture will go into production in Hollywood in September, following two years of intensive preparation.

THE FIRST OF A SERIES OF NATIONAL MAGAZINE ADVERTISEMENTS...

(This ad will be seen in the August issue of SEVENTEEN by a readership of four million.)



the motion picture "blue denim" talks heart to heart with young America!

Listen . . . to the sounds of "blue denim". . . to Janet, age 15, saying . . . "Maybe I could just disappear somewhere or—just drown myself!" Listen...to Arthur, age 16, saying...I'm responsible and I know a way out!"

Listen . . . with compassion and understanding! Don't close your eyes and pretend these things don't happen to nice kids too!

Ask yourself...how could it happen to Janet... so shy, so young, so very much like yourself! Where did she go wrong...and why...WHY...WHY? And what about the boy...he was really a decent kid...ask his mother, his father, his friends!

"Blue Denim" goes into the solutions teenagers are forced to find for themselves! It is strong drama with a viewpoint.

20th Century-Fox presents **"blue denim"** CINEMASCOPE STEREOPHONIC SOUND

starring CAROL LYNLEY · BRANDON de WILDE · MACDONALD CAREY · MARSHA HUNT

Produced by CHARLES BRACKETT Directed by PHILIP DUNNE Screenplay by EDITH SOMMER and PHILIP DUNNE

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 6 NEW YORK, U.S.A., THURSDAY, JULY 9, 1959 TEN CENTS

Returns from Europe

Future Bright For the 'Right' Films: Blumofe

Provocative and Exciting Fare Wanted, He Says

By SAMUEL D. BERNS

HOLLYWOOD, July 8. — Great hope for the present and the future of the industry was voiced here today by Robert Blumofe, vice-president of United Artists in charge of West Coast operations, in a statement to the trade press following his return from a trip to England and the Continent.

Blumofe made a point of business being "healthy for the right kind of pictures," the right kind being pictures with "built-in audience appeal," with provocative, exciting subject matter to win the competition for "audi-

(*Continued on page 7*)

Score Limits on Bill Easing Overseas Tax

From THE DAILY Bureau

WASHINGTON, July 8—A long line of business witnesses today attacked Administration proposals to limit the scope of a proposed bill to ease the tax on overseas earnings.

The bill would permit deferral of tax until the earnings are remitted to the U. S., and would also tax all foreign earnings at 38 per cent in-

(*Continued on page 3*)

Minimum Wage Session Blocked Again in Senate

Special to THE DAILY

WASHINGTON, July 8—An early meeting of the Senate again blocked today a Senate Labor Subcommittee session on minimum wage extension.

Republicans opposed to any extension of the coverage of the present law are objecting to the subcommittee meeting whenever possible. So far, such objections and lack of quorums have cancelled four other attempts to get started on the legislation. The subcommittee has before it proposals to include larger theatres and circuits under the law's coverage.

Exhibitors Urged to Push Promotion Of Pictures in 'Middle Category'

Special to THE DAILY

OLD POINT COMFORT, Va., July 8.—"The most important merchandising task confronting the industry—and particularly exhibitors—is more effective promotion of entertaining pictures which lack 'blockbuster' status," Martin Quigley, Jr., editor of *Motion Picture Herald*, told the 25th anniversary convention of the Virginia Motion Picture Theatre Association at the Chamberlin Hotel here today.

"Any picture that happily falls into category of a 'Gone With the Wind' or a 'Ten Commandments'," Quigley said, "is not difficult to sell to the public. Such pictures need great cam-

(*Continued on page 7*)

Va. Owners Hear Coop Ad Report

By MARTIN QUIGLEY, Jr.

OLD POINT COMFORT, Va., July 8—A detailed report on the Baltimore Plan under which exhibitors in that city have joined in cooperative advertising with distributors for subsequent runs of top features was the

(*Continued on page 7*)

To View Soviet Films Before Setting Plans

The Motion Picture Export Ass'n. committee appointed to supervise arrangements for distribution in the U.S. of the seven Russian films purchased under the film exchange agreement with that country has decided

(*Continued on page 3*)

Canadian Exhibitors Launch Toll-TV Fight

The story of how residents of Galveston and Dallas, Texas, swamped their city councils with protests against applications for cable pay-TV franchise is being told to Canadian newspapers by Canadian theatremen, it was reported at headquarters of Theatre Owners of America here yesterday.

As part of their campaign to ac-

(*Continued on page 3*)

Federal Judge Overturns Chicago Ban on 'Anatomy of a Murder'; City Won't Appeal

Special to THE DAILY

CHICAGO, July 8.—The ban placed on the film "Anatomy of a Murder" by the City of Chicago was over-ruled today by Federal Judge Julius H. Miner. The picture then opened immediately at the World Theatre here today. A spokesman for the city administration said it was highly unlikely the city would appeal. A police censorship board had called the film obscene and refused it a license. Suit was then filed in Federal Court by Otto Preminger, producer-director of the picture, seeking an injunction to force the city to lift the ban.

Ordering a permit to be issued for exhibition of the picture today, Judge Miner said it "would not corrupt the morals of Chicago moviegoers." He relied primarily on the recent U. S. Supreme Court decision on the film "Lady Chatterley's Lover" and said that the effect of the film "as a whole" had to be considered.

"I do not regard this film as depicting anything that could reasonably be termed obscene or corruptive of public morals," he wrote, "and find that the censorship exceeded Constitutional bounds. Taken as a whole, the film cannot be placed in the category of the obscene or immoral because its dominant effect does not tend to excite sexual passion or undermine public morals."

The Motion Picture Ass'n. of America, upon learning of the "Anatomy" decision, issued the following statement in New York: "We consider this a very important forward step in the industry's fight to free itself from the restraints of political censorship."

Sen. Langer

Asks Early Hearings on 'White Paper'

Action This Session on Allied Charges Unlikely

By J. A. OTTEN

WASHINGTON, July 8—Senator Langer of North Dakota, top-ranking Republican on the Senate anti-trust subcommittee, called on the subcommittee to hold early hearings on Allied States Association's "white paper" charges against major distributors.

Chances are still considered slim, however, that such hearings will be held this session. The subcommittee has a heavy workload and Chairman Kefauver (D., Tenn.) is reported reluctant to take on the assignment. The subcommittee is currently hold-

(*Continued on page 2*)

'Life,' 20th-Fox Hold 'Angel' Conferences

Andrew Heiskell, publisher of Life *Magazine* and vice-president of Time, Inc., and Charles Einfeld, 20th Century-Fox vice-president, yesterday convened a series of joint advertising, promotional and exploitation conferences on behalf of the forthcoming special section in *Life* which deals with "The Blue Angel." The opening meeting, which took place at the *Life*

(*Continued on page 2*)

Florida Exhibitors Set October Meeting

Special to THE DAILY

JACKSONVILLE, July 8—The Motion Picture Exhibitors of Florida, an affiliate of the Theatre Owners of America, will hold its annual convention at the Robert Meyer Hotel here on Sunday, Monday and Tuesday, Oct. 4, 5 and 6, president Arnold Haynes of Naples, Fla., has announced.

Arvin Rothchild of National Theatre Enterprises of Jacksonville, is chairman of the convention arrangements, Haynes said, declaring that the details of the three day program are now being drafted.

PERSONAL MENTION

ERIC JOHNSTON, president of the Motion Picture Association of America, will leave Paris tomorrow for New York.

•

MRS. MARTIN P. SALKIN, wife of the vice-president of Decca Records, gave birth yesterday at Lenox Hill Hospital. here to a daughter, KATHY LYNN. MRS. SALKIN is the daughter of MILTON R. RACKMIL, president of Universal Pictures and Decca Records.

•

CHARLES SIMONELLI, Universal's Eastern advertising and publicity department manager, left here yesterday for Hollywood.

•

PAUL N. LAZARUS, Jr., Columbia Pictures vice-president, will leave New York tomorrow for the Coast.

•

LEO BRODY, assistant to the sales vice-president of Trans-Lux Television Corp., left here yesterday for Washington.

•

CONNERY CHAPPELL, director of the Pinewood Studios in England, will arrive here tomorrow from London via B.O.A.C.

•

KING VIDOR, director, will leave New York aboard the "Queen Elizabeth" today for Europe.

•

RAY MCNAMARA, of the Allyn Theatre, Hartford, has left there with his family for a Cape Cod vacation.

•

E. P. CLAY, owner of the Clay Theatre, Conyers, Ga., is recuperating at a local hospital there.

•

DELBERT MANN, director, arrived in Detroit yesterday from Hollywood.

•

ERIC PORTMAN, British actor, will return to Britain from New York today via B.O.A.C.

•

MRS. LEM LEE has given birth in Greeley, Colo., to a boy. Father is operator of the Motorena Drive-in Theatre there.

•

TOM LUCY, co-owner of Exhibitors Service Co., Atlanta, is recuperating there following surgery.

•

ROBERT MITCHUM will leave here today via B.O.A.C. for London.

•

BECKY HARRELL, wife of JOHNNY HARRELL, executive of Martin Theatres, Atlanta, has entered a local hospital there.

•

RONALD MARGOLIS, son of H. MARGOLIS, office manager of Loew's, Inc., will be married at Forest Hills Jewish Center on Saturday to SANDRA HANNER.

FILMACK 40 YEARS FILMACK
OF BETTER AND FASTER SPECIAL TRAILERS
From Dependable
FILMACK
1327 S. Wabash Chicago 630 Ninth Ave. New York

Asks 'White Paper' Hearings

(Continued from page 1)

ing hearings on the baking industry, and has hearings scheduled on sports and drugs.

Langer said he knew that 14 Senators and 20 members of the House had written the subcommittee "concerning the plight of the independent motion picture theatre owners." He said the subcommittee had discussed the problem "preliminarily" but had not reached a conclusion on what to do.

A frequent critic of the distributors, Langer said the 1948 Supreme Court decision in the Paramount Case "was a great decision for the people," but that "today we find these giant movie monopolies, as alleged by the independent motion picture theatre owners, are violating the decree of the Supreme Court; and the Department of Justice is not proceeding to correct these alleged abuses."

Langer said he had urged Kefauver to have the subcommittee "take effective action" to determine why the Justice Department has not acted on the decree violations charged by Allied. He declared he still hoped the Justice Department would act, "although the subcommittee's preliminary discussion with the Department of Justice in recent months has failed to bring any indication the Department intends to proceed in this matter."

"I hope the Department will reconsider its position," Langer said. "If it does not proceed, then I urge the chairman of the anti-trust subcommittee, Senator Kefauver, to conduct such hearings as are necessary to determine whether the Department of Justice is neglecting its sworn responsibility to protect the decrees of the U. S. courts."

Promising to have more to say on the subject from time to time, Langer put in the Congressional Record a summary of the charges made by Allied against the distributors.

'Hole' Gross $150,777 In Seven Situations

United Artists' "A Hole in the Head" has rolled up a huge $150,777 gross in seven premiere situations this week, it was announced by William J. Heineman, vice-president in charge of distribution.

Receipts include: $37,102 for the third week at the Oriental, Chicago; $17,750 for the third week at the Fox-Beverly, Los Angeles, $16,240 for the second week at the Palace, Washington. The film amassed outstanding first-week grosses in the following key openings: $25,800 at the Loew's State, Boston; $18,267 at the Riviera, Coral Gables; $16,343 at the Flamingo, Miami; $19,275 at the Loew's 170 Street, Miami.

The Sincap Production is holding over in all seven engagements, Heineman reported.

'Angel' Confabs

(Continued from page 1)

offices here, concerned the joint effort which will be made by both the film company and the magazine to pre-sell "The Blue Angel" and "the unusual and provocative" ad which will appear in an August issue of *Life*. The sessions will continue today at the 20th Century-Fox home offices.

Participating in the discussions, in addition to Einfeld and Heiskell, were 20th Century-Fox representatives: general sales manager Alex Harrison, advertising director Abe Goodman, exploitation director Rodney Bush, exploitation manager Eddie Solomon; Christy Wilbert, vice-president of the Charles Schlaifer Agency; and *Life* personnel: Earle Wakefield, motion picture advertising director; Bert Lange, marketing manager, and Charles Hogan, advertising services manager.

Under discussion at the meetings will be the various plans agreed upon by both *Life* and 20th to call attention to the ad and thereby to "The Blue Angel." Announcements of the co-promotion will be made later this month.

Cahill to Century As Sales Manager

Frank E. Cahill, Jr., formerly coordinator of technical activities for Warner Bros. Pictures, has joined the staff of Century Projector Corp. as sales manager.

Well-known in the industry, Cahill has served in an executive capacity in Hollywood studios, with theatre circuits and laboratories.

Glassman to Europe Co-Production Talks

Barnett Glassman, president Pathe News, Inc., has left here Europe to meet with film prod in England, France, Italy, and S on possibilities for co-produ deals. Glassman said he would lik arrange for Pathe to finance e wholly or partially pictures whi would then distribute in the We Hemisphere.

First Stop to Be Rome

First stop on his three week will be Rome, where Glassman tends to complete arrangements his newest picture "The Lucky L ano Story." He will then depart London to complete negotiations 39 half hour color television film be shot in England. Glassman also look into the possibility of building the company's newsreel ganization, and at least some of former Pathe newsmen are being, have been approached to rejoin company.

World Bow of 'Doole Held in North Caroli

Special to THE DAILY

LENOIR, N. C., July 8.—Col bia's "The Legend of Tom Doo will have its world premiere tomor at the Center Theatre here, birthp of the legendary Civil War sol The premiere, which is being day and date in nearby Hickory, N and Houston, Texas, will kick o mass saturation in the Carolina ritory. More than 125 prints will used in the opening dates in this a

The saturation comes on the h of a blanket promotion campaign ducted by Columbia's exploita forces. The climax of the exten radio-TV advertising-publicity pro tion was a "Tom Dooley" spectac staged tonight over WBT-Radio 50,000 watt station heard throug the southeast.

'Anatomy' Big Here

Otto Preminger's "Anatomy o Murder" enters the second week o dual New York engagement at Criterion and Plaza Theatres to following a big opening week g of $86,000 for the two houses. Columbia release did a smash $60, for the first seven days at the terion. A new record was establis at the Plaza, where the film gros $26,000 for the opening week.

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THE Berkeley-Carteret Asbury Pa
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PEOPLE

erry Pam has been named director public relations for Independent tion Picture Producers Association, lywood. He will headquarter at own offices at General Service dios.

□

eth Brown, author of "Riverside ve," is currently transforming the k into a motion picture script.

□

manuel S. Rosenberg, theatre nager in Reading, Pa., for many rs, has joined American Interna- al Pictures in an exploitation- licity capacity.

□

rank DeFranco, Universal's head per in Cleveland, and **Mrs. De-** nco were hosts recently at a din- party to celebrate their 25th wed- g anniversary.

□

ack Felix, branch manager for Al- Artists in Denver, has resigned. successor has yet been named, has Felix announced his future as.

□

Irs. Helen Bell, booker for Uni- sal in Atlanta, has resigned to pare for the stork's visit.

□

Kirk Douglas is back on the "Spar- as" set following recovery from an ack of the "flu."

□

Pete Dawson, associated with **orge Hoover** in Miami, has taken r buying and booking for **Nat lliams'** Interstate circuit, Thomas- e, Ga.

□

Tom Jones, former manager of the nd Theatre, Bessemer, Ala., has en over the State Theatre there m **J. C. Harwell,** who will announce ew association shortly. **Don Hyde,** merly assistant manager at the bama Theatre, Birmingham, has ceeded **Jones** at the Grand.

□

Irwin Ullman, supervisor of Fab- 's Mohawk and Saratoga drive-in atres, has been named general nager for **Neil Hellman's** Lincoln l Andalusia outdoor theatres in iladelphia. **George Lourinia,** man- r of the Saratoga, has been ap- nted supervisor of that theatre and Mohawk.

□

Ernest E. McKenna, veteran thea- manager, operator and film dis- utor of New Orleans, is now ndling publicity, promotion and blic relations there for several jor film companies.

Hell' Opens July 17

United Artists' "Ten Seconds to ll" will open at the Victoria Thea- here on July 17.

Soviet Films

(*Continued from page* 1)

to view the pictures before holding any further discussions. The decision was made yesterday at the first meeting of the five-man committee since it was appointed last week by Eric Johnston, MPEA president.

Screenings of the Soviet films are to start early next week. The committee will then meet further to work out details of handling the films, and is expected shortly to set a date for the premiere of the first one sometime in September in Washington.

Members of the committee include John P. Byrne, Alex Harrison, James R. Velde, James E. Perkins and Bernard E. Zeeman.

'Hercules' Set Records In First Openings

Warner Bros. release of Joseph E. Levine's "Hercules" has had a record-smashing opening at the Pilgrim Theatre, Boston, where it grossed an all-time high house record of $26,215 for the first week, the company said. A total of 120 prints were used to saturate the New England area beginning July 1 for a first week of $350,000.

The Philadelphia area, during the same period, using 90 prints and bypassing first run, scored a first week gross of $205,000. Two theatres in Baltimore coined solid first week gross of $19,609. The Hippodrome drew $7,249 for first four days of second week and the Royal Theatre posted a new first week record of $11,587 and a strong $4,999 for the first four days of its second week.

Every saturation playdate throughout Philadelphia and Boston areas is holding over for additional playing time. First runs in Lincoln, Metropolitan and Ambassador Theatres, Washington, did $43,826 for five days at Lincoln and six days at the other two houses.

Canada Exhibitors

(*Continued from page* 1)

quaint the public with the costs of pay-TV, and the probable impact upon free commercial television, Canadian exhibitors, under the leadership of Joseph Strauss, president of the Canadian chapter of TOA, are sending their newspapers material on public reaction to pay-TV proposals in the United States.

Canadian TOA is spearheading a campaign to bring pay-TV data to the attention of Canadian residents and legislators, following the announcement by Famous Players Theatres of Canada of its intention to run a cable pay-TV test this fall in Etobicoke, a suburb of Toronto.

The initial reports on Galveston and Dallas relate how applications for cable-TV franchises were submitted to the respective city councils by syndicates of private individuals, and how the councils in both cities were swamped by protests and refused to act on the franchise requests. In Galveston more than 14,000 mailed protests were received in a week; in Dallas the total was nearly 100,000.

New Technical Process Now Used by Daystar

From THE DAILY Bureau

HOLLYWOOD, July 8.—Dramatist Leslie Stevens and Stanley Colbert, co-owners of Daystar Productions, start shooting tomorrow on "Private Property," a feature-length theatrical experimental film in which a new negative developing process and a new lens will be used for the first time. The picture will be filmed under the duo's Kana banner and will be exclusive of their recently signed pact with 20th Century-Fox wherein Daystar is to produce a number of top budget features during the next three years, including Stevens' current Broadway hit, "The Marriage-Go-Round." No release has been set for "Private Property."

Filming will be entirely on location at a site in the Hollywood hills.

Electrovision Acquires Five Lippert Drive-ins

From THE DAILY Bureau

HOLLYWOOD, July 8. — Electrovision Corp. has concluded the first step in acquiring 29 theatres and other property from the Lippert circuit with the purchase of five drive-in theatres in the Fresno area, for an undisclosed amount of cash and notes, Edwin F. Zabel, president, announced today. The balance of the theatres are expected to be acquired for EVC by late summer. The entire Lippert circuit consists of 14 drive-ins and 15 hard tops.

The purchase of Lippert theatre holdings will enlarge Electrovision to 38 theatres and other properties.

Coast Museum Group Slates Meet July 17

From THE DAILY Bureau

HOLLYWOOD, July 8.—The commission for the founding of a Hollywood museum will officially get off ground July 17. An organizational meeting for the 11-member commission, which was created to establish an entertainment industry museum in Hollywood will be held at the Hollywood Roosevelt Hotel at noon.

Sol Lesser, veteran motion picture producer who has guided the early planning for the museum, is expected to be elected chairman.

Commission members, each of whom is a specialist in a phase of the entertainment industry, will draw for terms ranging from one to three years.

WB Starts Construction Of Television Building

From THE DAILY Bureau

HOLLYWOOD, July 8. — Warner Brothers has started construction of a new half-million-dollar film editing and casting building to accommodate the rapidly expanding production of the studio's television division.

The new building will contain 49 film editing and cutting rooms and six casting suites. New facilities will give the company a total of 135 editing rooms.

Score Limits

(*Continued from page* 1)

stead of the going 52 percent rate. The Administration opposed completely the latter provision, and said it would support the tax deferral only if it were confined to under-developed areas and to firms getting no more than 50 per cent of their income from exporting. This would rule out film companies.

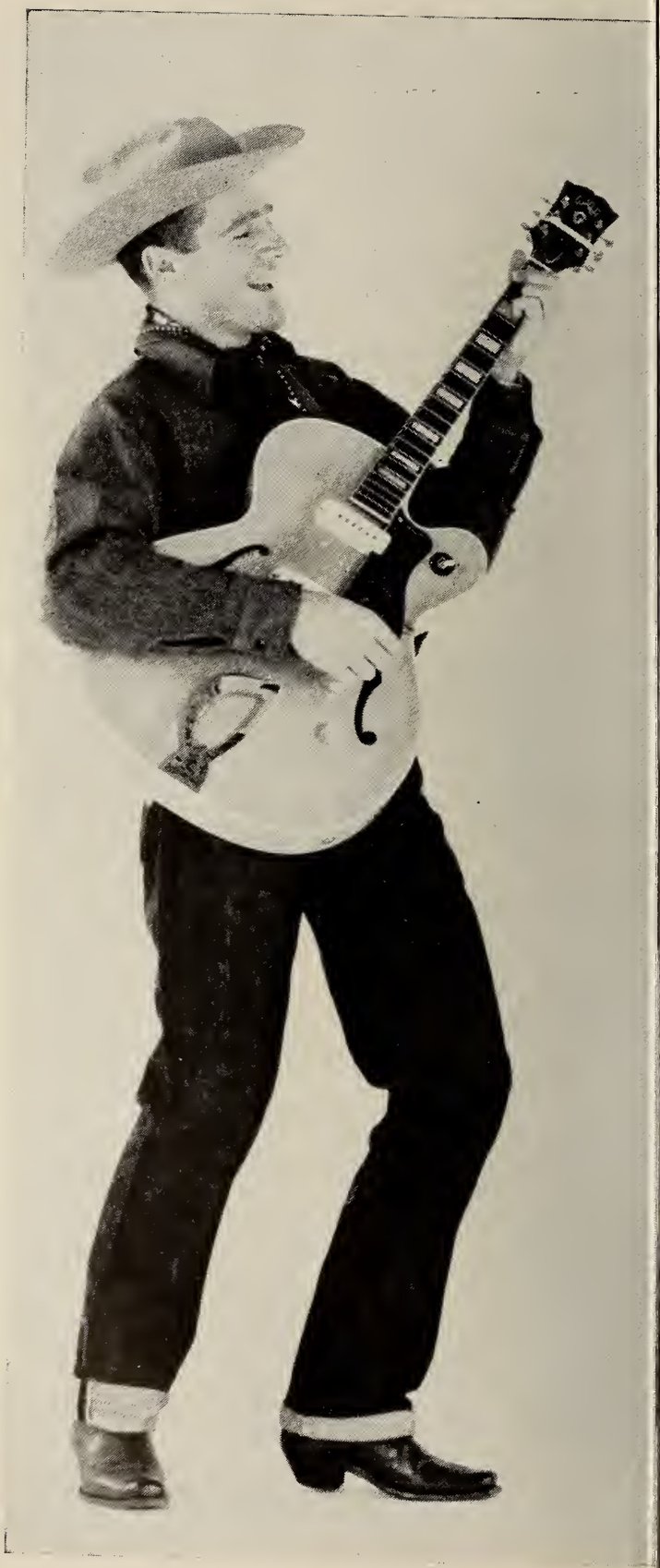
Business witnesses today urged the House Ways and Means Committee to approve the original bill. They maintained the treasury department estimates of the potential revenue loss were absurdedly high, and that the proposal would stimulate U. S. investment in other countries. Motion Picture Export Association spokesmen are expected to take a similar line in testimony scheduled for tomorrow.

New 'Porgy' Benefit

Tonight's performance of Samuel Goldwyn's "Porgy and Bess" at the Warner Theatre will benefit New York's Salem Methodist Church which took over the entire house. Proceeds from the sale of tickets will be used to construct a new half-million dollar gymnasium for the Salem-Crescent Athletic Club which is run by the Methodist Church.

In the west they do what Easterners do...

GO FOR WESTERNS



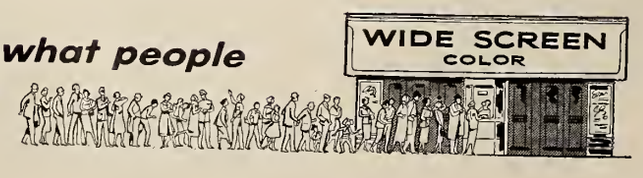
For sheer entertainment, nothing beats a good motion picture!

What's more, country-wide, people react pretty much the same. Mostly they like Westerns. If the story is good; if the stars are competent; if the photography really *has it,* they talk and—*young and old—flock to the box office!*

In other words, the better the picture the better the box office.

That's why close co-operation with the Eastman Technical Service for Motion Pictures is so important . . . why it pays to tap Eastman's background of experience—to check up on questions of film choice, production, processing. Offices at strategic locations. Inquiries invited.

It's what's on the screen...and what people say about it...that counts



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130 East Randolph Drive
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6706 Santa Monica Blvd.
Hollywood 38, California

Motion Picture Daily Feature Reviews

The Rabbit Trap

Canon-United Artists

ERNEST BORGNINE, who won a 1955 Academy Award for his delineation of a Bronx butcher in "Marty," is again an average Joe in this pleasant domestic drama, produced by Harry Kleiner. This time a draftsman in a construction firm, the burly actor creates a character with whom most audiences can sympathize and, in many instances, identify.

For the problem confronting Borgnine is one that plagues the average American white-collar worker—how to escape from the economic ball and chain which ties him to his job, often to the exclusion of all other interests and pleasures. This is the proverbial "rabbit trap" of the title, from which, unless one knows the way, there is no exit.

The "rabbit trap" has not only a figurative meaning in J. P. Miller's screenplay, for such a contraption does play an important part in the proceedings. Borgnine and his son set one before they are called back early from a vacation trip by the former's hard-driving boss, David Brian. The question of whether or not the trap did net a rabbit is not answered until the final reel, providing a nice symbolic fadeout for the melodramatics that transpire in-between.

These are provided by Borgnine, whose personal life is excessively ruided by his job; his attractive wife, Bethel Leslie, whose desire to have a second child is continuously postponed as the result of her husband's uncertain future; and by the son, young Kevin Corcoran, whose concern over what might be caught in the rabbit trap causes him to return to the vacation site.

These story threads are intelligently drawn together by director Philip Leacock, although the picture, which is primarily a character study, introduces a flock of interesting persons who do not quite achieve the individuality they deserve.

This criticism aside, "The Rabbit Trap" is pleasant going. Borgnine is the perfect type for the character he is asked to play and delivers as much as the script allows him. Miss Leslie, a protegee of Helen Hayes, is especially charming. But it is young Kevin Corcoran who steals the show. Since he is especially familiar to younger patrons for his earlier performances in "Old Yeller" and "The Shaggy Dog," his name will be important in making "The Rabbit Trap" an all-around family attraction.

Running time, 72 minutes. General classification. Release, in August.

WARREN G. HARRIS

The Mummy

Hammer—Universal-International

THE BOYS AT Hammer Film Productions apparently will stop at nothing to make their horror entries the best on the market today. Their latest, a re-make of the Universal oldie which starred Boris Karloff, is no exception to the rule, for it serves up all the chills and production magnificence the fans could ask for.

Peter Cushing and Christopher Lee, who have been leading players in other Hammer films, are again top-lined in this one, and by now they should be sufficiently popular to be a decided marquee asset for the Technicolor attraction.

But the real stars of "The Mummy" are the title character, played by Lee, and the production mounting, probably the most opulent ever seen in a production of this type. The basic setting is England at the end of the 19th century, but there also are scenes in Egypt during the same time-period and during the time, over 4,000 years ago, when Lee was buried alive. The latter, a long flash-back, is especially interest holding, providing a close-up glance of a pagan culture at its most decadent.

Cushing is an explorer who, with his father, Felix Aylmer, and uncle, Raymond Huntley, is excavating in Egypt for the tomb of a high priestess in the court of the god Karnak. Although a mysterious native, George Pastell, warns against this project, the tomb is opened by Aylmer, who soon goes mad under mysterious circumstances. Back in England, where Aylmer is placed in an institution, Cushing and his wife, Yvonne Furneaux, are baffled by the old man's premonition of impending death.

This time, however, the audience learns what it was that drove Aylmer mad. It was a mummy, Lee, brought back to life by a prayer which the old man read off a vase found in the tomb. And it turns out that Pastell has brought the monster to England to take revenge on the explorers for opening the tomb. Aylmer is the first victim, and Huntley the next. Cushing, however, is saved when Lee mistakes Miss Furneaux for the dead priestess and obeys her commands, leading finally to his apparent death in a swamp, where he is pursued by the police.

This Universal-International release was produced by Michael Carreras and directed by Terence Fisher, from a screenplay by Jimmy Sangster. Properly exploited—and it has all the ammunition to back up the most extravagant drive on the part of exhibitors—it should be one of the big boxoffice winners this summer.

Running time, 88 minutes. General classification. Release, in July.

W. G. H.

The Beat Generation

Zugsmith-MGM—CinemaScope

PRODUCER ALBERT ZUGSMITH has himself another exploitation winner in his latest MGM release, which has for its title three of the most publicized words in America today. The bearded poets and balladeers, the languishing lovelies with short-cropped hair, are all here, demonstrating their "gone" vocabulary for the movie-goers everywhere who will want to get a close-up look.

From the "beatnik" camp itself, there may come calls of "foul," for a good many of the followers of the movement are depicted here in a rather exaggerated fashion. Such criticism, however, coming from the right places, could only heighten audience curiosity in this CinemaScope melodrama. As the picture stands now, the accuracy of the delineation of the "beatniks" will be of secondary importance to most patrons, the majority of whom probably know no more about the beat generation than what they read in the newspaper.

The "beatnik" background aside, Richard Matheson and Lewis Meltzer have provided an exciting script. The main story thread involves beatnik Ray Danton, an unsavory character whose hatred for women leads him to a career of rape and violent assaults. Known as "The Aspirin Kid," his first victim during the course of the picture is Maggie Hayes and the next, Fay Spain, wife of detective Steve Cochran, who himself has his suspicions of all women because of an unhappy first marriage.

Following Danton's attack, Miss Spain learns that she is pregnant, and begs Cochran to allow her to undergo an abortion, since they both will never be able to tell who is the real father of the expected baby. Cochran refuses to agree to this, so Miss Spain turns elsewhere, finally to a priest who persuades her that killing the child in her womb would be the same as murdering a living person.

Cochran finally catches up with Danton with the help of Mamie Van Doren, who has been making time with the rapist's buddy, Jim Mitchum. Following an underwater chase, with the sobbing villain at hand, Cochran realizes what certain of his antagonisms toward women could lead him to and is reconciled with Miss Spain, who has given birth to a daughter.

As in a number of his earlier entries, producer Zugsmith has gathered together a large cast of familiar personalities, some of whom have only walk-ons. In addition to those players already mentioned, there are Jackie Coogan, Cathy Crosby, Dick Contino, Vampira, Ray Anthony, Billy Daniels, Charles Chaplin, Jr. and Maxie Rosenbloom. The latter, sitting silently among a group of beatniks, provides a comedy highpoint.

An additional marquee attraction is Louis "Satchmo" Armstrong, who performs two numbers, including a title song, in the style that has made him an international favorite.

Directed by Charles Haas, "The Beat Generation" is adult entertainment which can be sold to the paying customers with all stops out. While it deals with several controversial subjects, they are handled sensitively, and should offend no one.

Running time, 95 minutes. Adult classification. Release, in July.

W. G. H.

Plan 'Ben-Hur' Museum For Egyptian Theatre

From THE DAILY Bureau

HOLLYWOOD, July 8.—A motion picture museum will be constructed in the forecourt of the Egyptian theatre here for the showing of MGM's "Ben-Hur," which opens in November. The Museum, a permanent display, will house historical pieces used in "Ben-Hur," including weapons, set decorations, costumes and jewelry.

Another section of the museum will be devoted to a display of a technical nature.

This is only one portion of a huge renovation program planned for the Egyptian Theatre when the picture opens there.

REVIEW:

Curse of the Undead

Universal

HOLLYWOOD, July 8

This spine-tingler utilizes a western background to provide an unusual treatment for a horror film, wherein a vampire, in the guise of a cowboy, is responsible for the mysterious deaths of a number of young girls. Director Edward Dein, who wrote the screenplay with Mildred Dein, has injected a number of eerie situations which pay off with shocking impact, such as depiction of the bloodthirsty cowboy in the act of biting the neck of his victims, among them the sheriff; his use of a coffin for a bed; and a climactic scene in which his body evaporates, leaving only his garb.

Eric Fleming, portraying a preacher, finds the solution to ridding the town of the cowboy menace, Michael Pate, who is threatening Fleming's girl, Kathleen Crowley. Miss Crowley's brother, Jimmy Murphy, and father, John Hoyt, also meet death in the film, Hoyt getting his from the vampire, and Murphy in a gun duel with Bruce Gordon, a land grabber he believes is responsible for the curse on the town.

Miss Crowley is inclined to be influenced by Pate, especially after a run-in with Fleming, who threatens to open all of the coffins in a mausoleum to prove his point. Fleming, in a showdown gun duel with Pate, kills the unholy vampire with a wooden cross embedded in the head of a bullet.

Irving Gertz' weird instrumental background music score is a major contribution to the purpose of Joseph Gershenson's production.

Running time, 79 minutes. Adult classification. Release in July.

SAMUEL D. BERNS

Sam Katzman Returns

HOLLYWOOD, July 8.—Producer Sam Katzman cut short his vacation in Honolulu and has returned to the studio to be on hand for the dubbing of his latest Clover production, "The Flying Fontaines," a Columbia release.

Promotion of Middle-Category Films Urged

(*Continued from page* 1)

paigns, but there is no mystery about creating a great campaign for a 'blockbuster'."

Every picture that is produced today deserves "an aggressive selling campaign," Quigley pointed out. "However, fairly soon after release," he said, "the final verdict is sometimes evident when a picture is found disappointing to the public. Little or nothing can be done to develop the audience potential of a picture that, both inside and outside the trade, is felt to lack qualities necessary for good theatrical entertainment."

Quigley said that "the future welfare of many theatres—even the industry as it is known today—may depend on what can be done to build respectable grosses on many pictures each season of less than 'blockbuster' proportions which are known to members of the industry, as well as to those few members of the public that come in more or less automatically, as affording good screen entertainment."

Stressing that most theatres cannot operate solely on the dozen or so "blockbusters" released each year, Quigley reported that the next 12 months will likely see about 200 Hollywood releases, "perhaps fewer." Of these, if it is assumed that about 50 will be in varying degrees of the "hit" class and that 50 will be failures, about 100—half the total output—will be in the middle category," he said.

Points to Unreached Audience

"Assuming that each of these 'middle category' films is good screen entertainment even though top cast names or established story—or both—may be lacking," Quigley continued, "there certainly should be a sizeable audience that is not now being reached that can be reached through local merchandising.

Quigley told the Virginia exhibitors: "Even a ten or 15 per cent increase in the gross of each of these 'middle category' pictures could make a significant, perhaps essential, difference in the status of every theatre and of the industry as a whole. After all, a ten or 15 per cent increase is not such a huge one that it could be dismissed as an impossible goal."

'Theoretical Potenial' Vast

"How many people are there in each community," Quigley asked, "who would be entertained by a particular film but never get around to see it? In the case of these 'middle category' films the theoretical potential must be many times the size of the audience that we have been getting."

Effective selling of the "middle category" of good films is something that only the exhibitor can do, Quigley emphasized. Such films, he said, "do not lend themselves to extensive national magazine advertising or national television or radio campaigns. They must be sold to patrons in a community just before and at the time they are playing the local theatre. This requires a more effective use of all the media available to the exhibitor—his newspaper, local TV or radio station, the telephone, community organizations and special interest groups."

Exhibitor 'A Merchant'

Quigley pointed out "it is more important—from every sense—to bring in an addition $50 during the engagement of 50 pictures during the year than another $100 or so for a few 'blockbuster' attractions." The exhibitor, he said, "is a merchant of entertainment, every day of the year. His job is to make sure that every potential patron who would enjoy a particular attraction knows about it—knows all he needs to know about it, while it is available in the community. Tickets not sold now to a 'blockbuster' might be sold for a reissue of the picture. Tickets not sold for the 'middle category' pictures are lost forever."

Future Bright

(*Continued from page* 1)

ence leisure time," he told the assembled newsmen.

This condition now exists the world over, and the right kind of pictures have greater box-office potential than ever before, Blumofe added.

Calling attention to UA's current crop of releases, which resulted in the record single week domestic billing for the company of $3,853,000, more than $1,500,000 over the company's previous record gross, Blumofe exemplified his point of people going in greater numbers to see a good picture. "If TV is bad, the public will not look for escape by going to a bad movie, it will seek new diversions," he stated.

Reporting on his trip to London with UA executives Max Youngstein and Arthur Krim, Blumofe said they were "extremely high" on the potentials of "Solomon and Sheba," after viewing a rough cut of the film which survived a difficult history. Blumofe forecast the film as being one of the biggest commercial successes in UA history, with due recognition of "Around the World" grosses.

Says TV Is Being Dealt With

Remarking on the impact of TV in England, Blumofe said exhibitors have now resolved such competition and can now deal with it.

Blumofe spent 12 days in Israel, where he said public will line up only for films that have serious subject matter. Films there are shown with Hebrew and French sub-titles.

Tremendous enthusiasm and excitement for pictures and picture personalities was generated during his 10-day attendance of the Cannes film festival, Blumofe said. Personal appearances of Cary Grant and Kim Novak "had the joint jumpin'," he reported.

Blumofe visited Italy, where the same enthusiasm for motion pictures was displayed, he pointed out.

Virginia Ad Report

(*Continued from page* 1)

highlight of the final business session of the Virginia Motion Picture Theatre Association convention here today.

Roy Richardson was elected president of the Association, succeeding Syd Gates. Vice-presidents are R. G. Flanary, William Dalke and Jerome Gordon. Other officers elected are: treasurer, Jeff Hofheimer; secretary, John Broumas, and sergeant-at-arms, Carey Crockett.

Leon Back, Baltimore exhibitor, and Ray Thompson of Ray Thompson Associates, took turns explaining the Baltimore plan which started with "The Buccaneer" in February. Since then about 20 pictures, or an average of one a week have been given the benefit of the cooperative advertising plan with excellent results.

Average Cost $25

The subsequent run exhibitors, who are playing the picture, collectively put up 50 per cent of the cost and the distributor pays the remainder. The average cost to participating exhibitors has been $25 and there have been between 10 and 36 exhibitors cooperating on each picture. Altogether 65 exhibitors have participated in the plan.

Clarence P. Moore, regional director of the Small Business Administration, described the operations of the Administration and the services and loan facilities available.

Jack Braunagel and J. Robert Hoff spoke on Motion Picture Investors, Inc., and distributed copies of the fund's prospectus. MPI was set up to buy shares of stock in the major motion picture companies, thus giving exhibitors who invest in MPI a voice in management.

George Roscoe, final speaker of the day, urged the Association to consider affiliation with Theatre Owners of America.

PERSONAL MENTION

JAMES H. NICHOLSON, president of American International Pictures, has returned to Hollywood from New York.

•

WILLIAM OSBORNE, Allied Artists International supervisor for the Far East, Near East and Africa, will return to New York from Tokyo around the middle of August.

•

HERMAN SILVERMAN, vice-president of Wometco Enterprises, Miami, has left there with his family for a vacation at the Edgewater Motel, Schroon Lake, N. Y.

•

FINLAY CURRIE, British actor, will return to London from New York today via B.O.A.C.

•

SCOTT LETT, vice-president of Howco Films, Charlotte, has returned there from Atlanta.

•

LUCILLE CARVER, executive secretary to WOODROW R. PRAUGHT, president of United Detroit Theatres, was married this week to JOHN DANIEL WILSON, general sales manager of Standard Pressed Steel Co., Jenkintown, Pa.

•

MRS. LILIAN GERARD, of the Paris Theatre here, has left New York with her two children aboard the "Flandre" for Europe.

•

MRS. ARTHUR TOLCHIN gave birth yesterday to a boy, BRUCE RANDOLPH, at Lawrence Hospital, Bronxville. Father is executive vice-president and director of WMGM, Loew's station in New York.

•

RAYMOND S. SMITH, buyer-booker and retired Warner Brothers branch manager in Albany, N. Y., has returned there from Colorado Springs, Colo.

•

FRANKIE VAUGHN, British musical star, returned to London from New York yesterday via B.O.A.C.

•

ELIZABETH WALLACE, of the National Screen Service office in Atlanta, has returned there from Florida.

THE NEW PETITE ROOM WITH COLOR TV
available for
"SUMMIT SESSIONS"
THE LITTLE CLUB
LUNCHEON • COCKTAILS
DINNER • AFTER-THEATRE
70 East 55th Street

Foreign Tax Cut Called Vital

(*Continued from page* 1)

mit American firms operating through specially-established subsidiary corporations to defer U. S. taxes on overseas earnings until remitted to this country.

The Administration has opposed the 38 per cent rate, and has said it would support the tax deferral only if limited to firms getting no more than 50 per cent of their overseas income from exports. This might rule out most film companies.

While there is widespread business support for the original Boggs bill, chances are that no more than the Administration-backed scheme can get anywhere. Thus, at the moment, the outlook for help for the film companies is not particularly good. The committee wound up hearings today.

Fisher stressed the huge amount of overseas activity by American film companies. He estimated an investment of some $100,000,000 and a yearly outlay on wages, rents, services and taxes of $65,000,000. Exhibitors in more than 40 countries depend on U. S. films for their existence, he said.

"Tax deferral on foreign earnings until they are repatriated would be of great help to our industry," Fisher said.

Fisher pointed out that right now American film companies face a wide variety of restrictions on earnings remittances, and that in some countries all but 12½ per cent of American company earnings are blocked.

Taxpayers can now defer taxes on blocked funds, but frequently the Internal Revenue Service and the taxpayer don't agree on what constitutes blocking, the committee was told. The Boggs bill, Fisher said, "would eliminate this point of friction, and would not cost the government as much as might be expected in tax revenue, owing to the existence of the present election to defer."

If film companies could defer taxes, the MPEA witness stated, "this incentive would react directly and positively on our investments abroad. Our industry could furnish additional employment and would make further sizable contributions to the economic progress of the free world."

Fisher said the industry supported the other provisions of the Boggs bill, too.

New Contest Set for Edinburgh Festival

Special to THE DAILY

EDINBURGH, Scotland, July 8—A new contest for international films has been announced here. Roy Thomson, chairman of Scottish Television Ltd., and also of Scotsman Publications Ltd., is presenting $1800 in prizes for what are judged to be the six most outstanding films shown from any country at the International Edinburgh Film Festival in August.

The films will be chosen from the following categories: documentary, scientific, cartoon, fantasy, puppet and experimental.

Mrs. Nathan Yamins

BOSTON, July 9.—Funeral services will be held tomorrow for Mrs. Celia M. Yamins, wife of Nathan Yamins, exhibitor and delegate to National Allied from New England, at Temple Mishkan Tefila, Newton, Mass. Mrs. Yamins died at her Newton home after a long illness. She is survived by her husband, four daughters, ten grandchildren, a brother and a sister.

Harry Schaffer, 78

Funeral services were held here yesterday for Harry Schaffer, 78, father of Edith Schaffer of the legal staff of AB-Paramount Theatres, and father-in-law of D. John Phillips, executive director of the Metropolitan Motion Picture Theatres Association.

Hear Industry Plea

(*Continued from page* 1)

World War II. Leventhal had previously given similar testimony to a House Commerce Subcommittee. Firms involved are Columbia, Loew's, Paramount, RKO, 20th Century-Fox, United Artists and Universal.

Sen. Dodd (D., Conn.) has introduced an amendment to pending war damage claim bills to make sure the film companies get repaid.

The subcommittee also heard assistant attorney general Dallas Townsend endorse legislation which would permit the government to sell General Aniline and Film Corp. to the highest U. S. bidder. The government controls the company as a result of stock vested during World War II. The bill would require the proceeds to be kept in escrow until pending litigation is settled.

No Meetings Yet on Minimum Wage Bill

From THE DAILY Bureau

WASHINGTON, July 9.—The Senate Labor Subcommittee failed for the fifth time to get a meeting going on minimum wage law extension, and will try again tomorrow.

Not enough members turned up to provide a quorum, and Chairman Kennedy (D., Mass.) had to cancel the scheduled session. The subcommittee has before it several proposals to bring larger theatres under the law.

Levine Featured In News Articles

Special to THE DAILY

BOSTON, July 9.—Calling produc Joseph E. Levine "another Mi Todd," the *Boston Traveler* yesterd came out with a front page feature the life story of Boston's own dynam theatreman. Written by the *Travele* staff writer, George Forsythe, the fe ture will run for three consecutive i stallments and is a complete accou of the background and achievemer of Levine and his family.

The first edition caused great e citement on Filmrow when it a peared, but Levine himself was on t west coast for the openings of "Hercules" and could not be reach for congratulations.

Name Committees for Nat. Allied Convention

Special to THE DAILY

MILWAUKEE, July 9 — Commi tees for National Allied's first co bined outdoor-indoor theatre conve tion were announced here today Ben Marcus, general convention chai man. The combined meeting will co vene Dec. 7 at the Eden Roc Hote Miami Beach, for a three-day sessio

The national advisory committee i cludes Horace Adams, Harry B. He del, Jack Kirsch, Edward W. Lide Abram F. Myers and Sidney E. Ste

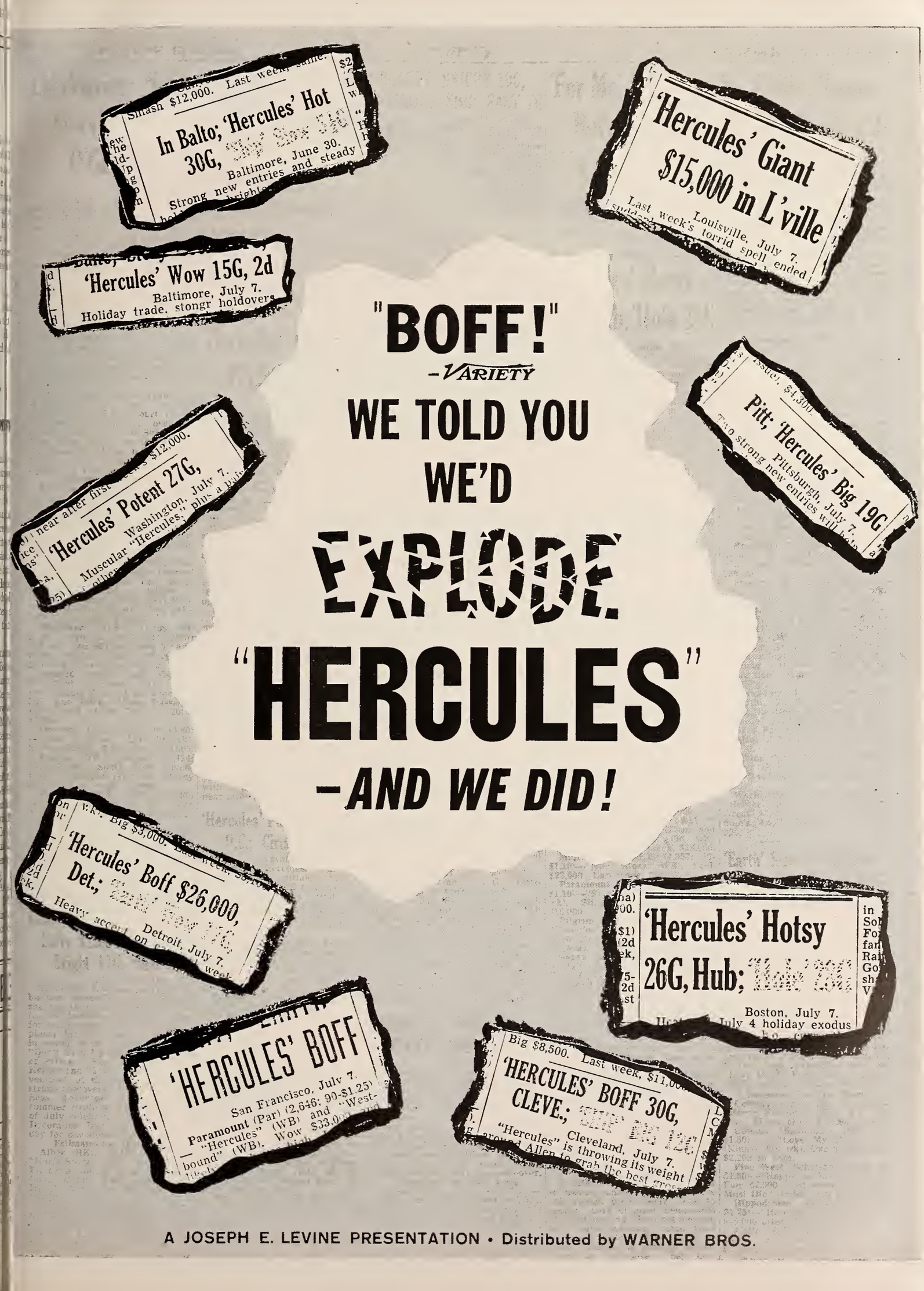
Attendance committees and t areas which they represent are:

Connecticut, Maxwell A. Alderma Norman Bialek; Gulf States, Abe Be enson, F. G. Prat, Jr.; Indian Richard Lochry, Trueman T. Re busch; Illinois, Jack Kirsch; Iow Nebraska, Charlie Jones, A. C. M rick; Kentucky, Edward L. Ornstei Fred T. Switow; Maryland, C. Elm Nolte, Jr., James L. Whittle; Mich gan, Milton H. London, Alden Smit Mid-Central, Paul E. Stehman; Mi South, D. F. Blissard; New Englan Nathan Yamins; New Jersey, Irvi Dollinger, Wilbur Snaper; North Ce tral, Ted Mann, Frank Mantzk Ohio, Marshall Fine; Western Pen sylvania, Morris M. Finkel, Harry Hendel; Rocky Mountain, J. H. As by, Neil Beezley; Texas, Julius M Gordon, P. R. Isley; West Virgini John Goodno, Reuben Shor; Wisco sin, Gerry Franzen, Sig J. Goldber

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
AUDREY HEPBURN
In FRED ZINNEMANN'S Production of
"THE NUN'S STORY"
A WARNER BROS. PICTURE
in TECHNICOLOR®
and GALA NEW STAGE SPECTACLE "BONANZA"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.


Smash $12,000. Last week, same.
In Balto; 'Hercules' Hot 30G,
Baltimore, June 30.
Strong new entries and steady
'Hercules' Giant $15,000 in L'ville
Louisville, July 7.
Last week's torrid spell ended
'Hercules' Wow 15G, 2d
Baltimore, July 7.
Holiday trade. stongr holdovers
"BOFF!"
-VARIETY
WE TOLD YOU WE'D
EXPLODE
"HERCULES"
-AND WE DID!
$12,000.
'Hercules' Potent 27G,
Washington, July 7.
Muscular "Hercules,"
Pitt; 'Hercules' Big 19G
Pittsburgh, July 7.
Two strong new entries will
'Hercules' Boff $26,000, Det.;
Detroit, July 7.
'Hercules' Hotsy 26G, Hub;
Boston, July 7.
July 4 holiday exodus
'HERCULES' BOFF
San Francisco, July 7.
Paramount (Par) (2,646; 90-$1.25)
"Hercules" (WB) and "Westbound" (WB).
Big $8,500. Last week, $11,000
'HERCULES' BOFF 30G, CLEVE.;
Cleveland, July 7.
"Hercules" is throwing its weight
A JOSEPH E. LEVINE PRESENTATION • Distributed by WARNER BROS.

S-m-a-s-h-H-i-t-F-r-o-m

THIS EART

is outgrossing "Imitation of Life" in all these situations:

PHILADELPHIA, BALTIMORE, ATLANTA, WICHITA, CHARLOTTE, SAN FRANCISCO, NASHVILLE, MONTGOMERY, ALA., OAKLAND, NEW ORLEANS, BATON ROUGE, HOUSTON, STOCKTON, CAL., BILLINGS, MONT., FRESNO, SAN DIEGO, MACON, AMARILLO, CUMBERLAND, MD., BERKELEY, CAL., ALEXANDRIA, LA.,

and playing to top business everywhere!

C-o-a-s-t-t-o-C-o-a-s-t-!

H IS MINE

ROCK HUDSON
JEAN SIMMONS
DOROTHY McGUIRE
CLAUDE RAINS

The Cry that Rocked THE VALLEY OF THE SUN...

"THIS EARTH IS MINE!"

CINEMASCOPE TECHNICOLOR®

WITH
KENT SMITH · KEN SCOTT · CINDY ROBBINS / CASEY ROBINSON AND CLAUDE HEILMAN

PRODUCED BY

SCREEN PLAY BY
CASEY ROBINSON / HENRY KING / EDWARD MUHL

DIRECTED BY

EXECUTIVE PRODUCER

A UNIVERSAL-INTERNATIONAL PICTURE
A VINTAGE PRODUCTION

Hear
DON CORNELL Sing
"THIS EARTH IS MINE"

National Pre-Selling

"THE HORSE SOLDIERS," John Ford's Civil War equestrian epic based on the famous Union Cavalry raid by Colonel Grierson, is reviewed in the June 29 issue of "Life." This new U.A. film tells the story of the siege of Vicksburg. Grierson cut off the railroad supplying the city, then continued on across the 300 miles of rebel territory to Union-held Baton Rouge. The raid, said General Grant, "shortened the Civil War by a year and tested out the tactics which Sherman later used with success in his march to the sea."

•

"The Nun's Story," the true-life story of a Belgian girl who became a nursing nun and then left the order during World War II, is reviewed in the July issue of "Redbook" by Florence Somers. In her opinion "Audrey Hepburn has her most challenging role and she plays it beautifully. In her supporting cast are some of the world's finest actors."

•

"Say One For Me," starring Bing Crosby, Debbie Reynolds and Robert Wagner, was advertised in the June issue of "McCall's."

•

U.A. has set an advertising campaign with "Seventeen" involving a series of 12 half-page ads spotlighting the company's top productions. Among the releases to be featured in the series are "The Horse Soldiers," "A Hole in the Head," "The Devil's Disciple," "The Wonderful Country," "Take a Giant Step," "Odds Against Tomorrow," "Happy Anniversary" and "Solomon and Sheba."

A recent survey conducted by the magazine showed that 85 per cent of "Seventeen" readers go to movies monthly, and 75 per cent attend them each week. The survey also disclosed that four out of five of its readers recommend pictures to their friends.

•

One of the film epics of 1959 is sure to be "Ben-Hur," which MGM has completed in Italy. Nostalgic movie fans recall when Ramon Novarro starred in this classic back in the twenties. He has written an article for the June 21 issue of "Parade," giving timely advice to star Charlton Heston and the rest of the current "Ben-Hur" cast.

•

Striking page ads on "John Paul Jones," "This Earth Is Mine," and "Hercules" appear in the July 7 issue of "Look."

•

"The Restless Years," the U.I. film starring John Saxon, is mentioned prominently in an ad for Halo that appeared in the June 28 issue of "This Week."

•

"The Nun's Story" received "Parent's Magazine's" special merit award for July.

WALTER HAAS

Holiday for Lovers

CONTINUED FROM PAGE 1

comedy into the hearty laugh class. And, very much on the plus side, it's welcome back to the screen for attractive Jane Wyman, who portrays Webb's loving and understanding wife and mother of the two college-age girls, Jill St. John and Carol Lynley.

Gary Crosby and newcomer Nico Minardos are two more names for the marquee which should be especially attractive to the younger set. Paul Henreid's role as Latin America's most respected architect, and father of Minardos, an excitable young painter, whom Webb regards as a "Brazilian Beatnik," adds considerable charm to the picture. If there's any room left on the marquee, Nestor Amaral and his Orchestra and Jose Greco, the incomparable Spanish dancer, deserve a spot for their entertaining contributions, which are so well integrated into the film narrative.

The teamwork of producer David Weisbart and director Henry Levin is in evidence throughout, effecting a well-knit, top-level production, most appealing to the eye, the ear and the funnybone. Luther Davis' screenplay, based on the play by Ronald Alexander, is loaded with sparkling dialogue, made even brighter by Levin's direction and Webb's sense of comedy. The fun stems initially from Webb's determination to fly with Miss Wyman and his youngest daughter, Miss Lynley, to Brazil to checkmate an apparent romance which he erroneously believes is being carried on between Henreid and his elder daughter, Miss St. John, while she is on a student tour of Latin America.

WEBB AND FAMILY are surprised when they learn that Jill's interest lies in Minardos, Henreid's adopted son, whom she decides to marry after an extremely brief acquaintance. Henreid expresses interest in Jill's ability as a sculptress and adds more fuel to Webb's fiery reaction by offering her a scholarship which would require that she settle in Sao Paulo, Brazil. Webb gets a double dose of daughter difficulty when Carol becomes starry-eyed with the attention tossed at her by love-starved G.I.s at a U.S. missile base in Brazil, where their plane is forced to land for refueling. Gary Crosby is one of the G.I.s and he finds himself "de-striped" for his mad maneuvers in following her to win her affection. Crosby, broke but in love with Carol, puts in for a 30-day leave due him, and traces her to Peru, where Webb has taken his family to see a bullfight and to attempt to discourage his daughters' suitors. Minardos and Henreid make their way to Peru as well.

Webb goes on a drinking spree after telling his daughter Jill she can do whatever she wants with regard to marrying Minardos, and hurts her deeply by offering no blessing for her choice. But he comes to his senses, and in a hilarious drunk scene is mistaken for one of a group of celebrating bullfighters returning to Spain and taken aboard a plane, which later deposits him in Trinidad. Then Webb realizes his folly in trying to run his daughters' lives, and happily blesses their romantic impulses. Wally Brown and Henny Backus contribute to one of the film's funniest situations, in causing the Webb family and themselves to disrobe for suspicious customs inspectors.

Sammy Cahn and Jimmy Van Heusen wrote the title song for the film.

This film should have wide family and teenage appeal, and both of those patronage elements should be sought. They will find this delightful entertainment, and most important, they are likely to tell their friends.

Running time, 103 minutes. General classification. Release in August, 1959.

SAMUEL D. BERNS

'Room' Grosses $14,488

Continental Distributing, Inc., has reported that its "Room at the Top" grossed $14,488 in the first seven days of its engagement at the Studio Theatre, Philadelphia. The week included the July 4th weekend.

$40,362 for 'Soldiers'

United Artists' "The Horse Soldiers" grossed $40,362 for its second week at the Astor Theatre here, the company has reported. The Mirisch Co. production is being held for a third week.

Mrs. Hepburn Dies

BOSTON, July 9—Funeral services were held at the First Baptist Church, Arlington, Mass., for Mrs. Rose Hepburn, wife of William Hepburn, Paramount booker. The deceased is also survived by a daughter, Joyce, and two children by a previous marriage.

Columbia Branch Moves

MILWAUKEE, July 9—The Columbia Pictures exchange here has been moved to the Warner Building, 212 W. Wisconsin Avenue.

'Paperbacks

(*Continued from page* 1)

outlets, including drug, variety an department stores, book shops, supe markets, and of course, newsstand feature these books, always in prom nent positions, often in whole sho windows. In most instances, loc distributors of paperback books d their utmost to plant as many "rea the book—see the movie" tieups a possible, for they know that th publicity attending most of the m tion pictures involved cannot b beaten.

Toronto Case Cited

The article explains how an ex hibitor can cash in on book tieup One of the best promotions reporte recently was that executed by Victo Nowe, manager of the Odeon-Car ton, Toronto, for "Rally 'Round th Flag, Boys," which was based o the comic novel by Max Shulman Contacting the Sinnott News Com pany and the Curtis Circulation Com pany, which distributed the Bantam Book movie edition, Nowe receive advertising space on 26 city-wide de livery trucks and window displa in 15 of the larger bookstores i Toronto, all at virtually no cost t the theatre!

The majority of local distributor of paperback books keep in regula contact with area exhibitors, advis ing them of coming movie edition and supplying them with displa cards and any other promotiona material that may be available. I addition, as Nowe found out, mos distributors are more than anxious t display colorful posters on thei delivery trucks, especially during th period when a book-based movie i scheduled to hit town. Distributor will also send copies of movie-book to reviewers on newspapers, maga zines, radio and television, and th book trade press. Help on book tie ups can be obtained from the pub lishers themselves, as well. Pocke Books, for example, has a complete listing of its current and coming movie editions, specifying what type of promotional material is or will be available for each.

Says Popularity Increases

It is further pointed out that the more popular the original book, the larger will be the paperback press run. Robert Travers' "Anatomy of a Murder," as a hardcover book, was the Number One best seller through most of 1958. In April of this year, Dell Publishing Company released the paperback edition, with a printing of 1,900,000 copies.

The article includes a list of motion pictures which have paperback tieups with major publishers. Some are current, others are awaiting release or still in production.

Marcus Adds Another

MILWAUKEE, July 9—Ben Marcus' newest addition to his circuit is the North Star Drive-in Theatre, La Crosse, Wisc. The Marcus circuit now totals 40 units.

PEOPLE

Donald M. Lewis, Jr., and Robert W. Brown have been named assistant advertising managers of Eastman Kodak Co. Lewis, manager of advertising promotions, will supervise advertising trade relations with Kodak dealers and wholesalers. Brown, manager of the editorial service bureau, will be responsible for special advertising projects.

□

Murray Silverstone, president of 20th Century-Fox International, has been named chairman of the film committee for the Eighth World Congress of the International Society for the Welfare of Cripples. The Congress will meet in New York Aug. 29-Sept. 3.

□

Albert T. Knudsen, radio-television producer, has been named manager of the TV-radio and motion picture division of the Greater New York Fund. He succeeds Harvey Marlowe, who now is active in Hollywood.

□

Robert Lester, formerly booker at Fox-Wisconsin Theatres, Milwaukee, now manager of the Paradise Theatre there. He also is doing booking for Nick Frank.

22 Pictures Shooting This Week in Hollywood

From THE DAILY Bureau

HOLLYWOOD, July 9—With only two pictures started this week, and four completed, the total number of pictures shooting dropped to 22.

Started were: "Condemned Patrol" (Associated Pictures, Inc., production for 20th Century-Fox release, and "The Private Lives of Adam and Eve" a Zugsmith-Doff Production for Universal-International.

Completed were: "Once More, With Feeling" (Stanley Donen Production for Columbia); "The Time Machine" (Galaxy Production-Metro Goldwyn Mayer release); "A Visit to a Small Planet" (Hal Wallis-Paramount), and, "Cash McCall" (Warner Bros.)

'Cordura' in 'Pictorial'

"They Came to Cordura," a William Goetz Production for Columbia release, receives the national front-page treatment again with a full-page review by noted cartoonist Kapralik on the "Pictorial Review," appearing this Sunday across the country. The unusual aspect of this latest break is that the film is not slated for release until the fall.

Mrs. C. H. Strickland

ATLANTA, Ga., July 9—Mrs. Charlotta H. Strickland died in a private hospital here. She was the widow of Robert Strickland, owner of the Strickland Film Co. here, who died five years ago. Funeral services will be held in Birmingham, Ala.

Name Bergman

(*Continued from page* 1)

UA national director of advertising, publicity and exploitation, and with Kramer's representatives in New York and Hollywood.

Purpose of the synchronized campaign in the major cities of the world, UA has announced, is to emphasize the importance of the picture at this juncture of world history. Kramer both produced and directed. "On the Beach" stars Gregory Peck, Ava Gardner, Fred Astaire, Anthony Perkins and Donna Anderson. It was filmed entirely in Australia, setting of the Nevil Shute novel.

Decision Shortly

(*Continued from page* 1)

sible hearings on Allied States Association's "white paper" charges against the distributors.

Subcommittee members have indicated they doubted the hearing would be ordered this year. But Senator Langer (R., N. D.), ranking G. O. P. member, this week called for early hearings.

Kefauver said he was "sympathetic with the plight" of the exhibitors, and that the subcommittee has been gathering a lot of information on the subject. "The trouble is," he continued, "the Senate Small Business Committee has already gone over that ground twice, and we ourselves have several other matters on which we've already committed ourselves to hearings."

However, Kefauver said, he was reviewing the whole matter and hoped to put it before the subcommittee for a decision in the next week or two.

Hoffman Joins Attack

(*Continued from page* 1)

York State censorship law. Five Democratic senators have sponsored a Constitutional amendment to strengthen the states' rights to film censorship laws.

Hoffman said the Supreme Court decision "leaves the motion picture industry free to publicize the desirability of adultery." Six separate opinions were required by the justices to explain all their reasoning on the case, Hoffman noted.

Skouras to Russia

(*Continued from page* 1)

of broadening cooperation between motion picture producers of east and west and of the possibility of an exchange of acting and technical talent.

Skouras is scheduled to visit Moscow, Warsaw, Budapest, Bucharest, Sofia, Prague, Belgrade and Vienna. In addition, the film executive will journey to Athens and London.

Johnny Green 'Emcee'

HOLLYWOOD, July 9—Johnny Green will "emcee" the premiere of Samuel Goldwyn's "Porgy and Bess" next Wednesday at the Carthay Circle theatre here.

Television Today

Hemingway Stories for Special Series Named

The four Ernest Hemingway dramas, 90-minute specials which will be presented on the CBS Television Network by the Buick Motor Division of General Motors during the 1959-60 season, will be selected from a list of ten Hemingway works suggested by the Nobel Prize-winning author, it was announced.

These writings include two novels, six short stories, a play and a recently completed, unpublished short story. The Hemingway properties are: short stories, "The Snows of Kilimanjaro," "The Killers," "My Old Man," "The Short Happy Life of Francis Macomber," "Nobody Ever Dies" and "The Undefeated"; novels, "A Farewell to Arms" and "The Sun Also Rises"; the play, "The Fifth Column," and an original, as yet untitled, short story which the author has just completed.

Gordon Duff to Produce

Gordon Duff will produce all four Hemingway specials, and A. E. Hotchner, who wrote the television dramatization of last season's two-part "Playhouse 90" drama, "For Whom the Bell Tolls," will write the television scripts and serve as executive producer.

'Blue and Gray' Set as NBC Show for 1960-61

A drama series sparked by "The Blue and the Gray," a two-volume source book of true narratives of the American Civil War compiled by noted historian Henry Steele Commager, will be produced under the same title by the NBC-TV Network during the 1960-61 season as a weekly full-hour program. David Levy, vice-president, NBC Television Network Programs and Talent, announced the new project.

Commager has been signed as consultant for the series, Levy said.

Move for Merger Of MPPC, RTRA

From THE DAILY Bureau

HOLLYWOOD, July 9—The first step toward a merger between the Motion Picture Permanent Charities and Radio-Television-Recording-Advertising Charities was taken today when the MPPC board agreed in principle to a proposal aimed at combining the two entertainment industry fund-raising organizations. The RTRA board had previously taken similar action.

Action by the boards was taken after discussions between MPPC president Hal Roach, Jr., Ben Alexander, RTRA president, and special committees headed by Steve Broidy, representing MPPC, and John K. West, representing RTRA.

According to representatives of both organizations, the approval in principle is a preliminary action which makes it possible to turn the proposal over to lawyers for the two groups in order to formulate a formal proposal of merger.

When the proposal has been defined by counsel for both groups it will be presented to the boards and memberships of the organizations for further study and action.

Andy Williams Starts Weekly Show on CBS

Andy Williams who was voted one of the Most Promising Male Stars in Fame's 1958 critics poll started his CBS-TV network show Tuesday. The show goes on each Tuesday 10 to 11 P.M. Eastern Daylight Time. Coincidentally Cadence Records has published Williams' first record album, Two Time Winners. Included in the album is the song hit So Rare.

Films and TV

(*Continued from page* 1)

Speed Congress, which the Society sponsored in Washington, D. C., in 1952.

The program for the 86th Convention will include a week of sessions devoted to: a symposium on film steadiness; cinematography; space technology and image sensing; photography—laboratory practices; photography—sound recording and reproduction; photography—instrumentation and high-speed; international television; television—equipment and practices; television — scientific and military uses; television—recording, including video tape. Authorities in the field will deliver technical papers at each of the sessions.

Five annual SMPTE awards and 15 Fellow memberships in the Society will be presented to outstanding individuals in the motion picture and television industries during ceremonies on the second night of the convention week.

48 Booths to Be in Use

A special feature of the convention will be an exhibit of the latest motion picture and television equipment. Forty-seven booths will be used by leading companies to show their finest equipment, many pieces of which will be used in man's effort to probe the reaches of outer space. Results of the elections of four officers and 15 governors of the Society will be announced during the course of the convention week.

Dr. J. Paul Weiss, DuPont Photo Products Dept., Parlin, N. J., is program chairman for the convention.

ONE OF A SERIES OF NATIONAL MAGAZINE ADVERTISEMENTS...

(This ad will be seen in a number of publications with total readership of 11,600,000.)

LISTEN TO THE KIDS
IN THE MOTION PICTURE

"blue denim"

the lost innocence... the rude awakening to what they had done...

JANET (AGE 15):

"Maybe I could go to my Aunt Clara's. She's over two hundred miles away. Maybe I could just disappear somewhere or–just drown myself.."

ARTHUR (AGE 16):

"You're not going to go anywhere —or do anything. I'm responsible and I know a way out.. I'll take care of everything..."

CAROL LYNLEY BRANDON de WILDE · MACDONALD CAREY · MARSHA HUNT

Produced by CHARLES BRACKETT Directed by PHILIP DUNNE Screenplay by EDITH SOMMER and PHILIP DUNNE

CINEMASCOPE 20th Century-Fox STEREOPHONIC SOUND

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 8 NEW YORK, U.S.A., MONDAY, JULY 13, 1959 TEN CENTS

Agenda Not Set

ACE Executive Committee Will Meet Tuesday

Statement Says Progress To Date Will Be Discussed

The executive committee of the American Congress of Exhibitors will meet in executive session tomorrow morning at the Stanley Warner Corp. board room "to discuss progress made to date on its program," ACE headquarters announced here on Friday. No specific details of the agenda for the special meeting were disclosed. Among the matters pending, however, is the possibility of a second meeting with ACE's executive committee with the exhibitor relations committee of the Motion Picture Association. Two weeks ago, Eric Johnston, MPA president, met with S. H. Fabian, ACE chairman, and Sol A. Schwartz, chairman of ACE's distributor relations committee on this and a

(*Continued on page 4*)

Companies Contract for MPTE Exhibit Space

The newest developments in equipment, materials and information contributing to the future of the industry will be shown at an equipment exhibit during the 86th semi-annual convention of the Society of

(*Continued on page 4*)

Tanny Gymnasiums and Guild Films to Merge

From THE DAILY Bureau

HOLLYWOOD, July 12—Negotiations have been completed and final papers are being drawn for the merger of Guild Films, Inc., and Vic Tanny Gymnasiums, it was announced on Friday by Guild's president, John J. Hale. Tanny will be largest single

(*Continued on page 4*)

N.D. Theatre Reopens As Community Project

Special to THE DAILY

MOHALL, N. D., July 12—Through the cooperation of the local Community Club and business firms generally, the Grand Theatre here has been reopened. Ernest Nelson, mayor of Mohall, will manage the theatre with the assistance of his son Donald. Nelson intends to book his pictures directly from the distributors, and he has completed painting and general refurbishing to the theatre so that both the films and the house will be the best available, he said.

Plans are formed for Mohall merchants to sponsor free theatre days every Wednesday for all of their patrons. Each merchant, through support of the theatre, will be given movie tickets. These he can give to his customers in any way he wishes. Only patrons of cooperating merchants will be able to get these tickets, with no paid admission allowed on those days.

Johnston to Report on Europe Trip Tomorrow

Eric Johnston will make a report on his European trip at a special meeting of the Motion Picture Export Ass'n. and the company presidents here tomorrow. Johnston is expected to tell the executives about preliminary conferences to be held in Paris on a new French film agree-

(*Continued on page 2*)

Smaller-House Minimum $1 Per Hour

All Theatres Included In Senate's Wage Bill

Larger Units, Circuits Would Hike Pay By Stages in 3 Years to $1.25 Per Hour

By J. A. OTTEN

WASHINGTON, July 12—A Senate labor subcommittee has approved an unexpeetedly broad bill that would extend federal minimum wage coverage to all theatres. Larger theatres and theatre circuits would be brought gradually under both the minimum wage and time-and-a-half-for-overtime provisions. Smaller theatres would be brought under the minimum wage provision only. The subcommittee action was taken Friday.

At present, theatres are exempt from the law completely, and exhibitor spokesmen pleaded with the subcommittee to continue the exemption. They particularly urged continuation of the overtime exemption.

Business groups, including exhibitors, and the Administration are expected to wage a bitter fight to narrow the scope of the bill in the full committee and on the Senate floor. Subcommittee chairman Kennedy

(*Continued on page 2*)

MPI Directors Slate First Board Meeting

Special to THE DAILY

KANSAS CITY, July 12—With its campaign to sell $2,000,000 worth of its stock to exhibitors well under way, the board of directors of Motion Picture Investors, Inc., will hold its first annual meeting here Tuesday. Howard E. Jameyson is

(*Continued on page 2*)

Pa. Censor Amendments To Legislature Today

Special to THE DAILY

HARRISBURG, Pa., July 12—Amendments to the state penal code drafted to meet objections to the state obscenity law ruled unconsti-

(*Continued on page 2*)

Firms' Diversification Promising: Value Line

Steps being taken by leading motion picture companies to diversify into non-related fields are called a "bold and promising step toward greater stability of earning power" in the current issue of *Value Line Investment Survey* released at the weekend.

Diversification moves have been made possible, the *Survey* states, "by the companies' wise decisions to dispose of unnecessary and unproductive

(*Continued on page 2*)

Film Production Bureau in India Set To Offer Advice on Voluntary Basis

By V. DORAISWAMY

BOMBAY, July 7 (By Air Mail)—The draft outline of the proposed Film Production Bureau has just been circulated to the various representative bodies of the industry and trade. This means that still one more recommendation of the Film Inquiry Committee has been taken up by the Government of India, to be implemented. The other two, which are now in the preliminary stage of implementation, relate to the Film Finance Corporation and the Film Institute.

The Bureau, it is learned, will advise film producers when requested

(*Continued on page 2*)

TELEVISION TODAY—page 4

We like color in every scene

Pathé LABORATORIES, INC. NEW YORK AND HOLLYWOOD

CALL PATHE NOW FOR EVERY FILM NEED! IN B & W OR COLOR

Speed, Quality and Service at Low Cost • Specializing in 35mm Color Developing • Dailies • 16mm Color Prints • Precision Optical Titles • Sound Wave

PERSONAL MENTION

BERNARD M. KAMBER, Hecht-Hill-Lancaster executive in charge of advertising-publicity, will arrive in Hollywood today from New York.

•

JOSEPH BELLFORT, since 1946 managing director for RKO Radio in Continental Europe and the Near East, has returned to New York from Paris with his family to take up residence here.

•

MARSHALL SCHACKER, head of Premiere Films, Inc., left here on Saturday for three weeks' vacation at Martha's Vineyard.

•

CYNTHIA BLAU, wife of MARTIN BLAU, assistant publicity manager of Columbia Pictures, gave birth on Friday to a boy, CLIFFORD IRWIN, at White Plains Hospital.

•

LINDA BARBARA GOODMAN, daughter of BERNARD R. GOODMAN, vice-president of Warner Brothers, will be married in the autumn to STEVEN LAIFMAN, of Westwood, Cal.

•

FRED ZINNEMANN, director, will arrive here today from Hollywood.

•

AL STEEN, Eastern editor of *Box-office*, will be married at the Marble Collegiate Church here on Saturday to PAT PADULA, of Endorsements, Inc.

Susan Hayward Signed

HOLLYWOOD, July 12—Susan Hayward has been signed by producer Ross Hunter to star in Universal-International's "Elephant Hill," to be filmed in India in October or November, depending upon her availability. Hunter will leave Hollywood in September to scout locations.

Hunter is also preparing "Luana Royal," which will star Lana Turner, for filming this fall, and Fannie Hurst's "Back Street," as yet uncast.

SHOWMEN WANTED!

Increase your Concession Sales to an all-time high with 4 Brand-New Full-Color Animated and Narrated Intermission-Time BLOCKBUSTERS from:

NATIONAL SCREEN SERVICE

TOPS IN TRAILERS!

Senate's Bill

(*Continued from page* 1)

(D., Mass.) said he hoped to have the bill acted on by the full committee this week.

Backers of the bill intend to press for Senate approval this year, but concede House action is not likely until next year. Nonetheless, Senate approval this year will make it difficult for the House not to act next year.

The Bill approved by the subcommittee went considerably further in extending coverage to theatres and other retail and service establishments than any of the proposals on which the subcommittee held hearings earlier this session.

The proposed bill would cover all retail or service establishments engaged in activities "affecting commerce." Labor department officials said the definition was clearly one that would cover all theatres, even small independent ones, because of the shipment of films across state lines.

Differs from Kennedy Bill

The original Kennedy bill, which unions backed, would have covered theatres and circuits grossing more than $500,000 a year immediately under a $1.25 an hour minimum and a 40-hour-a-week overtime. But it would have left intact the present complete exemption for theatres grossing under $500,000 a year. The Administration proposed covering theatres and circuits getting more than $1,000,000 worth of goods a year from outside the state.

The subcommittee bill would increase the hourly minimum for many film production and distribution employees already covered by the law. The present $1 an hour minimum would go up to $1.15 an hour immediately, and up to $1.25 an hour a year later.

Administration Opposed Change

The Administration had opposed any change in the minimum.

Under its terms, theatre and theatre circuits with annual gross sales of $750,000 or more would immediately be subjected to a $1 an hour minimum wage, with a requirement for time-and-a-half for overtime after 46 hours a week. A year after the bill becomes law, they would have to start paying $1.10 an hour with overtime after 44 hours a week. Two years after the bill becomes law, they would have to start paying $1.20 an hour, with overtime for more than 42 hours a week, and starting with the period three years after the bill becomes law, they would have to pay $1.25 an hour, with overtime for more than 40 hours a week.

Theatres grossing less than $750,000 a year—and not part of a larger circuit with sales over that amount—would have to pay $1 an hour when the bill becomes law. However, they would not be subject to the later increases in the minimum, nor would they be subject at all to overtime requirements.

UA, Finance Firm Join In $5,000 'Hole' Contest

More than $5,000 in prizes is being offered by United Artists and Beneficial Finance through a contest in behalf of UA's "A Hole in the Head," Sincap production starring Frank Sinatra, Edward G. Robinson and Eleanor Parker. The competition will be conducted in 20 major markets of the nation, and will be publicized in all of Beneficial's 1,100 branch offices throughout the country.

Twenty $100 Savings Bonds will be offered as first prizes to contestants submitting the most original conclusion, in 25 words or less, to the sentence: "I Must Have Had a Hole in the Head When I. . . ."

A $50 and $25 Savings Bond will be awarded as second and third prizes in each area in addition to other cash prizes and gifts.

Diversification

(*Continued from page* 1)

assets. Moreover in most cases this has resulted in the realization of many times their book worth, leaving the film companies extraordinarily rich in cash and well situated to take advantage of new non-movie business opportunities as they materialize."

At the same time, the article continues, the companies are using their funds to repurchase company stock and thus "enhancing the per share earnings and dividend paying ability of the remaining stock."

The report quotes recent statements of Spyros Skouras, 20th Century-Fox president, and Barney Balaban, head of Paramount, to the effect that diversification is being considered for their companies. And it adds: "Presumably, other major studios are also seeking non-movie ventures into which they can expand."

Value Line states that as a result of diversification moves and retirement of common stock it ranks film equities in Group I (Highest) relative to all stocks for appreciation potentiality to 1962-64.

Penn. Censors

(*Continued from page* 1)

tutional by the State Supreme Court will be presented to the legislature tomorrow, attorney general Anne X. Alpert said.

Miss Alpert explained that the amendments "will meet objections of the court to sections dealing with definitions of immorality." Sections banning obscenities will be retained and the penalties for violations increased.

Bureau in Indi

(*Continued from page* 1)

to, on scripts, songs and dialogue of films during or before productio The advice of the Bureau, howeve will be on a voluntary basis and wi not prejudice the decision of th Censor Board in regard to the fin approval of those films for public e hibition.

The Bureau will also examin scripts submitted by foreign produc ers who may desire production facil ties in India. The advice of th Bureau in such cases will cover sui ability of the film for exhibition n only in India but also abroad.

The headquarters of the Bureau it is further learned, will be i Bombay and sub-offices, if foun necessary, will be set up in Madra Calcutta or any other centre. Speci steps are likely to be taken to ensur secrecy about the contents of th scripts and other documents comin into the possession of the staff of th Bureau.

The draft plan does not prescrib any consultation fee as payable t the Bureau. But if payment of fe is involved in any particular cas requiring expert advice from special ists, such fee will be payable by th producer concerned. The Bureau wi have its own library of books an films, which can be availed of b producers.

Johnston Report

(*Continued from page* 1)

ment, also to report on the Berli Film Festival which he attended.

Johnston, who was accompanie to Europe by J. Griffith Johnson MPEA vice-president, arrived i New York on Friday, left for Wash ington for the weekend, and return here today.

In the meantime the MPEA boar held a short meeting here on Frida to discuss progress made in negotia tions for a new agreement wit Israel. Instructions were then re layed to S. Frederick Gronich, MPE Continental representative, who wi proceed with the matter from there Possibilities are that negotiations wi be resumed in London this week.

MPI Directors

(*Continued from page* 1)

president of the company which wa formed last year by a group of ex hibitor leaders to purchase stock i motion picture production and dis tribution companies. Principal pur pose of the move was to give ex hibitors a voice, through MPI, in th management of major companies.

The original group subscribed mor than $100,000 and no further solicita tions were made until two weeks ag when J. Robert Hoff, president of th Ballantyne Co. of Omaha, took a si months leave of absence to head a sales organization for MPI.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is puhlished daily except Saturdays, Sundays and holidays, hy Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cahle address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each puhlished 13 times a year as a section of Motion Picture Herald; Television Today, puhlished daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Suhscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

WE WANT TO SHOUT IT FROM OUR ROOF TOP*—

TARZAN'S GREATEST ADVENTURE

EASTMAN COLOR BY PATHE

IS TARZAN'S GREATEST BOXOFFICE BONANZA!

"BEST TARZAN IN YEARS!
Bound to attract greater segment of adult ticket buyers!"
—M. P. DAILY

"HEARTY BOXOFFICE!"
—VARIETY

***Exhibitors are shouting, too-from coast-to-coast!**
Terrific figures in

Buffalo, N. Y. . . .	*Oklahoma City, Okla.*
Charlotte, N. C. . .	*San Francisco, Cal. .*
Cincinnati, Ohio . .	*Savannah, Ga. . . .*
Memphis, Tenn. . .	*Scranton, Pa. . . .*
Milwaukee, Wisc. . .	*Syracuse, N. Y. . .*

Get on the talking drums and call PARAMOUNT now!

starring GORDON SCOTT · ANTHONY QUAYLE · SARA SHANE · NIALL MACGINNIS · SEAN CONNERY · SCILLA GABEL · Produced by SY WEINTRAUB · Directed by JOHN GUILLERMIN · Screenplay by BERNE GILER and JOHN GUILLERMIN

From a Story by LES CRUTCHFIELD · Based upon the Characters Created by Edgar Rice Burroughs · A Sy Weintraub-Harvey Hayutin Production · A PARAMOUNT RELEASE

bd* IS BOX-OFFICE DYNAMITE!

*"blue denim"

SMPTE Space

(*Continued from page* 1)

Motion Picture and Television Engineers, October 5-9 at the Statler Hilton Hotel here, according to William J. Reddick, Exhibit Committee Chairman.

The forty-seven display booths will feature the latest advances in cameras, projection equipment, magnetic/optical sound devices, studio and projection lighting, motion-picture processing and lab equipment, editing-room equipment, instrumentation and highspeed photography, closed-circuit TV equipment, laboratory services, special effects and production techniques.

According to Reddick, the following companies have contracted for exhibit space already: Florman & Babb, S. O. S. Cinema Supply Corp., Karl Heitz, Houston Fearless, Macbeth Instrument Corp., Precision Labs., Vicom, Inc., JM Developments, Inc., Neumade Corp., Arriflex Corp. of America, and Bell & Howell Co.

Arthur Beezley Dead

BURLINGTON, Colo., July 12— Funeral services were held here on Friday for Arthur Beezley, father of A. N. Beezley, president of Allied Rocky Mountain Independent Theatres.

ACE Meeting

(*Continued from page* 1)

"variety of other subjects" which were not revealed.

At that time it was stated that no date had been set for a second ACE-MPA session. The first and only meeting of the two so far was held in mid-May when spokesmen for both sides said they would get together again "within a month."

What was discussed at the first MPA-ACE meeting was not disclosed by participants beyond the admission that trade practices were brought up. The MPA is not authorized to make any commitments in that regard on behalf of the Association or its members

In its original announcement of a program in December the ACE committee on producer-exhibitor-distributor relations listed for discussion such subjects as new film marketing methods, shortage of prints, modernization of clearance; clearances, runs and availabilities; development of new stars, advertising, pre - release to armed forces; block-selling, price-fixing—direct and indirect; competitive bidding, orderly release of pictures and arbitration systems.

In February it added these subjects to the list for discussion with heads of production and distribution: production of more films in color, the exhibition of 16mm films and more stereophonic sound prints with attendant publicity.

Many Subjects on Agenda

Other important issues facing the ACE executive committee currently include a plan of permanent financing and election of a chairman. ACE has obtained temporary financing by assessments paid by member exhibitor organizations as well as a fund in excess of $50,000 representing proceeds from rental of special institutional industry short subjects.

Fabian has served as head of ACE since its formation last November, when he accepted the temporary chairmanship. Later a plan of rotating chairmanship for three-month periods was adopted and Fabian elected first chairman. He has continued to serve since the expiration of his term March 12.

Other projects on the original ACE program include opposition to toll-TV; seeking a meeting with the Department of Justice on what can be done to change the Consent Decrees in certain respects; methods of increasing film production; and a program of industry research.

L.A. 'Porgy' Premiere Sold Out As Benefit

From THE DAILY Bureau

LOS ANGELES, July 12. — The charity premiere of Samuel Goldwyn's "Porgy and Bess" Wednesday at the Carthay Circle Theatre for the benefit of the Cedars of Lebanon Hospital is completely sold out, the officials of premiere committee announced over the weekend.

Television Today

UA-TV O'Keefe Series Starts Sept. 22 on CBS

United Artists Television's new situation comedy series, "The Dennis O'Keefe Show," will premiere as a Tuesday night attraction September 22 on the CBS-TV network. Under the sponsorship of the Oldsmobile division of General Motors, the series will be seen in the 8:00 to 8:30 P.M. time period.

D. P. Brother and Co., Detroit, advertising agency for Oldsmobile, has placed an order for 227 stations, according to Bruce Eells, UA-TV executive and vice-president. When these are cleared, the O'Keefe show will be seen in more communities than the majority of programs on the air, he said.

"The Dennis O'Keefe Show" is the second series to be sold by UA-TV to a national sponsor recently, the other being "The Troubleshooters," sponsored by Philip Morris.

New ABC Panel Show To Star Ernie Kovacs

"Take a Good Look," a new panel show tailored to challenge the memory of late evening viewers, with comedian Ernie Kovacs as emcee, will debut on the ABC Television Network, Thursday, Oct. 15, 10:30-11 P.M., NYT, sponsored by Consolidated Cigar Sales Co., Inc., it was announced by William P. Mullen, ABC vice-president in charge of TV network sales.

"Take a Good Look," which will originate "live" from ABC-TV's Television Center in Hollywood, will feature personalities as panelists who will try to discover the identity of a contestant now relatively unknown but who at some time in the past was a central figure in an event which made front page news.

Rabbi Birstein, Head of Actors' Temple, Dies

Funeral services were held Friday for Rabbi Bernard Birstein, widely known in the motion picture and amusement industries, who died Thursday, July 9, at Universal Hospital after a short illness. Rabbi Birstein, since 1925 head of Congregation Ezrath Israel, 339 West 47th Street, known as the Actors' Temple, was a chaplain of Cinema Lodge, B'nai B'rith, and the Variety Club and for many years had officiated at film industry and theatrical functions in New York. He was active in the United Jewish Appeal, the Zionist Organization and the Federation of Jewish Philanthropies. Surviving are his widow, Clara; a son, Samuel Joseph, and four daughters, Mrs. Sarah Pearlman, Mrs. Mildred Shapiro, Mrs. Julia Glasser and Mrs. Ann Kazin.

Who's Where

W. Thomas Dawson has been a pointed director of sales promoti and research at CBS Television Sp Sales. He replaces **Robert F. Dav** who has been named director of r search, CBS Television Stations Di sion.

□

An expansion of Screen Gems' Ne York publicity staff was announc by **Gene Plotnik,** publicity direct of the Columbia Pictures TV su sidiary. **Ernie Otto,** formerly pu licity director for the Steve All show, has joined the department manager of special projects. Al added to the Screen Gems publici staff were **Dick Brooks,** formerly 20th Century-Fox, and **Bill Kaufma** formerly of Mal Braverman A sociates. **Mike Gray** has resigned travel and write on a free-lan basis.

□

James Arness, star of "Gunsmok has signed a new, long-term co tract with the CBS Television Ne work. Under terms of the agre ment, Arness will have his own pr ducing company, which will produ "Gunsmoke" in association with CB and also develop new programs f the network.

Tanny Gymnasiums

(*Continued from page* 1)

stockholder for the merged com panies, which will operate under th name of Vic Tanny Enterprises, In The new company will have divisio for operating gymnasiums, with o handling production, distribution an financing of television films.

Tanny's present gross sales $12,000,000 annually from 70 gym nasiums located in major citie throughout the nation, are expecte to increase substantially with contro of spot time owned by Guild on better basis, with stations throug out the country.

Guild plans improvement of it position in the industry with the ne funds which will be made availabl for acquisition of additional programs The merger is subject to creditor and stockholders approval at Guild' forthcoming annual meeting. Cole i expected to continue as operatin head of the combined corporations Guild films is listed on the Amer can stock exchange.

KNOW-HOW!!

Wise Indian heads used the friendly greeting, "How!" to start a Pow Wow.

Today, wise showmen have the Know How to start heap big Pow Wow among their audience about coming attractions. No need for smoke signals . . . Trailers get the message across with the greatest possible visual and emotional impact.

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

YOU CAN PUT THE MUMMY IN THE BANK

The master horror-showmen of Hammer Films have topped themselves again.

"THE MUMMY" is outgrossing "Curse of Frankenstein" and "Horro of Dracula" in all early openings.

"One of the great chillers of all time"
Dorothy Kilgallen

Call your Universal Branch and book it now!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 9 NEW YORK, U.S.A., TUESDAY, JULY 14, 1959 TEN CENTS

Will Arbitrate

Meet Today on Dividing U. K. Tax Relief

Great Difficulties Seen For KRS-CEA Session

By PETER BURNUP

LONDON, July 13.—An attempt to arbitrate the manner in which exhibitors and distributors will divide the £20 ($56) per week tax relief voted theatres will be made at a meeting here tomorrow between the Cinematograph Renters Society and the Cinematograph Exhibitors' Assn.

An impression has gained ground in certain quarters and on the strength of passages in the Chancellor's speech to the Commons that the concession was intended to benefit exhibitors only.

The Chancellor, for example, at one point in the debate said: "I would say that this payment of £20

(*Continued on page 3*)

Deneau Heads New Para U.S.–Canada Set-Up

Utilization to a greater extent of management services, including personnel and facilities of Paramount Film Distributing Corporation by Paramount Film Service Ltd. of Canada was announced yesterday by George Weltner, Paramount Pictures vice-president in charge of worldwide sales.

These management services and supervision will be under the direction

(*Continued on page 7*)

Warn Conn. Drive-Ins on Sunday 'Bonus' Shows

Special to THE DAILY

HARTFORD, July 13.—Connecticut drive-ins have been warned by state police to halt the illegal practice of midnight "bonus" shows on Saturday nights. State Police Capt. Carroll E. Shaw has asserted that such performances are in violation of the Sunday

(*Continued on page 6*)

TELEVISION TODAY—page 7

National Theatres Plans New Name; Stockholders to Vote on August 25

From THE DAILY Bureau

HOLLYWOOD, July 13.—National Theatres, Inc. today announced a proposed change in name to National Theatres & Television, Inc. (NT&T.) Announcement of the change, which is subject to stockholders' approval, was jointly made by B. Gerald Cantor and John B. Bertero, chairman of the board and president, respectively.

"The inclusion of 'Television' in our corporate identification," the joint statement said, "reflects our constantly expanding activities in all phases of television. Last year we bought

(*Continued on page 6*)

Need 12 Strong Films In a Row: Zinnemann

By SAMUEL D. BERNS

HOLLYWOOD, July 13.—Fred Zinnemann, expressing great optimism on the future of motion pictures on his return here from a seven-city campaign tour for "The Nun's Story," which he directed for Warner Brothers, said that 10 or 12 good strong films in a row are what the industry needs to rebuild its future.

Zinnemann, who experienced his first interview campaign for a film,

(*Continued on page 2*)

Siegel to Europe on New Production Deals

Sol C. Siegel, vice-president in charge of production of Metro-Goldwyn-Mayer, flew here over the weekend and will leave by plane for London and the Continent today for a three weeks' business trip. In London, Paris and Rome, Siegel will meet with a number of independent foreign producers and directors to discuss projects which could be filmed abroad with top international star personalities and distributed by M-G-M in the

(*Continued on page 2*)

Expects Approval of Minimum Wage Bill

From THE DAILY Bureau

WASHINGTON, July 13.—Senator Kennedy (D., Mass.) said he expected the full Senate Labor Committee to approve "without substantial change" the sweeping minimum wage bill reported by his subcommittee.

He said he looked for full commit-

(*Continued on page 6*)

Acquit S.C. Exhibitors Of 'Blue Law' Charges

Special to THE DAILY

GREENVILLE, S. C., July 13. — A four-man jury in magistrate Bate Aiken's court here deliberated about 30 minutes before acquitting six Greenville area theatre operators of charges that they violated a state

(*Continued on page 6*)

Senators Javits, Ervin in Debate on High Court Ruling on 'Chatterley'

Jacob Javits, U.S. Senator from New York, registered strong approval of the Supreme Court's recent overruling of his state's censorship of the film, "Lady Chatterley's Lover," on the latest session of "American Forum of the Air," produced by the Westinghouse Broadcasting Company for TV showings this week.

"The Court is not encouraging adultery, all it is saying is that the public has the right to buy or not to buy as it chooses, and that is what a free America is all about," Senator Javits said. His statement was a reply to Senator Sam Ervin of North Carolina, who charged on the program that the "Chatterley" decision is a violation of state government rights.

"The right of freedom of speech is not absolute and does not contemplate that people can preach adultery and encourage its practice," Senator Ervin stated. Leon Keyserling, former chairman of the President's Council of Economic Advisors, who joined the Senators in a discussion of the Supreme Court, suggested that "the First Amendment protects a lot of things and apparently one of them is the attractions of adultery."

The Court's powers were defended

(*Continued on page 3*)

St. Louis

To Promote Theatre As Institution

3-Week Campaign Slated On Cooperative Basis

Special to THE DAILY

ST. LOUIS, July 13.— Motion picture exhibitors here will take to the airwaves for a period of three and a half weeks in a general business-building campaign to promote the theatre as an institution. The program will get underway July 26 and run through August 19.

Cooperating in the tribute to the industry will be radio station KWK, the *Globe Democrat* and all retail record outlets.

Promotion plans were set with KWK's Michael Ruppo, Jr., by the following St. Louis exhibitor representatives: Jerry Berger, Esquire Theatre; Howard Zulauf; Bob Johnson, Arthur Enterprises; Dick Fitzmaurice; Frank Henson, Loew's Theatres; Charles Goldman; Jim James, Missouri-Illinois Theatre Owners; John

(*Continued on page 2*)

Film, Equipment Exports At Record High in '58

From THE DAILY Bureau

WASHINGTON, July 13. — U.S. exports of motion picture film and equipment hit a record high of $31,818,109 last year, the Commerce Department reported.

This was slightly above the 1957

(*Continued on page 6*)

'Anne Frank' Chosen For Moscow Festival

From THE DAILY Bureau

WASHINGTON, July 13. — 20th Century-Fox's "The Diary of Anne Frank" has been chosen as the American entry out-of-competition in the coming Moscow Film Festival. The selection was made by an interdepartmental government committee headed by Turner Shelton, U.S. Information Agency film chief.

PERSONAL MENTION

HERBERT L. GOLDEN, United Artists vice-president in charge of operations, and president of United Artists Television, left here yesterday for Hollywood.

•

HARRY GOLDBERG, Stanley Warner director of advertising-publicity, has left New York for Sao Paulo, Brazil.

•

ARNOLD FRIEDMAN, of the Columbia Pictures home office exploitation department, has left New York for Hartford and New Haven.

•

WILLIAM ORNSTEIN, publicist for OTTO PREMINGER's "Anatomy of a Murder," is in Cleveland from New York.

•

LOUIS LOBER, general manager of United Artists' foreign department, will return to New York today aboard the "Queen Mary" from Europe and the Middle East.

•

DICK POWELL will leave here for London tomorrow via B.O.A.C.

•

WILLIAM BROWN, of United Artists' exploitation department, is in Hartford from New York.

•

ROWLAND V. LEE, producer, will arrive in New York tomorrow from Hollywood.

•

WILLIAM CROSS, Columbia Pictures booker in Cleveland, has become a grandfather again with the birth of a third son to his daughter-in-law, MRS. GEORGE CROSS.

•

WILLIAM ROSE, former partner with SYD CONN in Conrose Theatrical Enterprises, Hartford, has returned to his Woodland Hills, Cal., home following a visit to Connecticut.

•

JESSE COX, manager of the Tower Theatre, Atlanta, has returned to his duties there following hospitalization.

•

CONNERY CHAPPELL, head of the Pinewood Studios in England, will return to London from New York today via B.O.A.C.

•

EUGENE LOWE, sales representative for Universal in Albany, N. Y., was in Oneida from there.

•

ALLEN RAINWATER, of Exhibitor Service Co., Atlanta has returned there following a vacation.

•

WILLIAM PERLBERG, producer, has arrived in New York from the Coast.

12 Big Films

(*Continued from page* 1)

was enthusiastic in his report of the results, which afforded him key viewpoints from exhibitors and distributor branch operators regarding the importance of merchandising and pre-selling the product. He advocated more contact between Hollywood film makers and the men who sell their product, as insurance for a film's potential box office returns.

Little 'Family' Attendance

The director reported also on multiple conference phone calls made with motion picture editors in fringe cities from his stopovers in Washington, Dallas, St. Louis, Chicago, Detroit and New Orleans to achieve saturation interest in "The Nun's Story" in those areas. He said that interviewers were generally interested not only in his contribution as a director but in all phases of picture making, especially where a good film is involved.

Zinnemann observed further that the old regular habit of entire families going to films as a unit happens now only on occasional instances, with most families split on their taste and age interests.

Questioned on whether he has any interest in any TV projects for the future, the director said "people are getting sick of watching TV."

"TV will bother us less in the future, and I do not envision Pay-TV as a threat to the future of motion pictures," he concluded.

Zinnemann will leave here today for England for preparations on Warners' "The Sundowners," which will be made as a British quota picture in Australia, starting in September, with Deborah Kerr, Robert Mitchum and Peter Ustinov in the leads.

Mrs. Jules Levey Dies; Services Tomorrow

Funeral services for Mrs. Mae Ann Levey, wife of Jules Levey, producer and distributor, will be held here tomorrow at 12:45 P.M. at Riverside Memorial Chapel, 76th St. and Amsterdam Avenue. Mrs. Levey died in New York Sunday night.

Interment will be at Mount Hope Cemetery, Hastings-on-Hudson, and the family has requested that flowers be omitted. Besides her husband, Mrs. Levey leaves two children and five grandchildren.

'Hercules' Does $29,311

Embassy Pictures' "Hercules," which opened Friday at the Brooklyn Fox Theatre, grossed $29,311 for the three day weekend through Sunday, matching the record grosses the heavily exploited film has been hitting around the country. Warner Bros. is distributing.

Achievement Honors To 12 at Paramount

Twelve members of Paramount's domestic distribution organization will be inducted into the company's "100 Per Cent Club," highest honor for year-long achievement that can be bestowed on employees of the Paramount field forces. The latest annual additions to the "100 Per Cent Club" were announced yesterday by George Weltner, Paramount Pictures vice-president in charge of world sales.

The honor organization was established by Paramount 34 years ago to spotlight accomplishment. Membership is limited to employees whose work was consistently outstanding throughout the preceding 12 months.

Named were: Travis G. Carr, booker, New Orleans; Herbert D. Cohen, office manager, Chicago; Joseph L. Cutrell, salesman, Charlotte; Ralph W. Fry, salesman, Dallas; Thomas F. Gooch, head booker, Kansas City; Catherine A. Grotticelli, head booker, Pittsburgh; Arnold P. Lavagetto, booker, San Francisco; Bonita K. Lynch, head booker, Minneapolis; Eugene Newman, salesman, New York; Kenneth Reuter, booker, Buffalo; Clifford F. Smiley, salesman, Cincinnati, and King Trimble, salesman, San Francisco.

Siegel to Europe

(*Continued from page* 1)

countries where they are made and possibly world-wide.

Joseph R. Vogel, president of Loew's and M-G-M, who is now in Europe on a combined business and vacation trip, will meet Siegel in Paris or Rome.

Larry Bachmann joined M-G-M as production representative in Europe several months ago and has been making his headquarters at the company's studio in London. Siegel plans to meet first with Bachmann in London to review several suggested projects that have been in the discussion stages.

Siegel, who is accompanied on the trip by his wife, expects to return to the studio in Culver City in early August.

'Constructive' Talks for Ohio ITO Convention

Special to THE DAILY

CLEVELAND, July 13.—While the agenda for the October convention of Independent Theatre Owners of Ohio has not been set up as yet, the board of directors has determined to confine the convention to "constructive discussions," according to Kenneth Prickett, ITO executive secretary. "We plan to confine the work of the convention to building better boxoffice, and better inter-industry relations instead of going into critical harangues about past performances," he said on a visit here.

St. Louis Pla

(*Continued from page* 1)

Meinardi, Fox Midwest Theatres; a Howard Spiess, Smith Management

KWK will relinquish three Sunc broadcasts of its "Hi-Fi Showcase" permit local exhibitors to tell of th economic, cultural and musical con butions to the community, as well many philanthropic and charita contributions. Featured will be tap interviews with film personalities a executives, as well as a cavalcade award-winning film music.

Record Stores to Cooperate

The radio station will promote t special broadcasts through gratis sp two weeks prior to the first broadca Through KWK, the *Globe Democ* will publish four quarter page a plugging the broadcasts. All ret record outlets in the area will pl the promotion via counter displa and the exhibitors themselves will p ticipate with screen trailers.

Ready 'Queen' Prologu

TV personality Art Linkletter h been signed by Universal-Internatic al to appear in a special prologue f "The Snow Queen," full-length a mated feature made in Russia and h ing distributed in the United Stat and Canada by Universal. At the sar time Alan Lipscott and Robert Fish were signed to write the prologue f the film, which is based on the clas Hans Christian Andersen fable.

NEW YORK THEATRE

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Telemeter to Build Studio And Offices in Toronto

Special to THE DAILY

TORONTO, July 13. — Trans Canada Telemeter has purchased a one-story and penthouse building here and has obtained permission from the Etobicoke Municipal Council to alter the structure for Telemeter purposes. Studios will be constructed on the main floor, with offices in the penthouse above.

Map Big Plans for B-B Records in New England

Special to THE DAILY

BOSTON, July 13. — Theatre and exchange publicists met here today to map plans for scheduling on New England airways the business building records of songs and jingles for radio use supplied by Compo. The meeting was called by Ben Domingo, area chairman.

Attending were Al Levy and Phil Engel of 20th-Fox; Hy Fine, Jack Alef and Chester Stoddard of New England Theatres, Inc.; Paul Levi of American Theatres Corp; Karl Fasick of Loew's Theatres; Joseph Mansfield of UA; Arnold Van Leet of Paramount Pictures; John Markle of Columbia Pictures; Floyd Fitzsimmons of Warner Brothers and Bucky Harris of Universal.

Publicists Contact Stations

The exchange publicists were given the key city radio stations to cover for free air time while the theatre publicists were allocated districts in the smaller cities and towns in the five New England states. With every action covered fully, the saturation campaign starts immediately to run until the end of September.

'Anatomy' Rolling Up Record-Breaking Takes

Otto Preminger's "Anatomy of a Murder" rolled up record-breaking grosses in three new engagements last week in Chicago, Boston and Washington, Columbia reported yesterday. It also continued a strong pace in New York, Detroit and Los Angeles, with second week grosses virtually equalling first week business.

In Chicago, "Anatomy" grossed $33,000 in its first four days for an all-time record at the Woods Theatre. In Washington, the Trans-Lux Theatre recorded a four-day gross of $13,322, the biggest take there since the opening week of "Bridge on the River Kwai." At the Gary Theatre in Boston, the initial four days saw a sensational $11,869 gross.

Second week figures were equally impressive. In New York, "Anatomy" grossed $34,314 at the Criterion and $14,500 at the Plaza in the first four days of the second week. At the United Artists Theatre in Detroit, the four-day gross was $18,800. In Los Angeles, the film grossed a smash $15,400 in four days at the Warner Beverly Theatre.

Meeting on U.K. Tax Relief

(*Continued from page* 1)

($56) will be income in the hands of the recipient; that is, the proprietor of the cinema, in exactly the same way as any other income received from his business and box-office takings."

One M.P.—Mrs. Eirene White, who specialises in motion picture matters—had seized on the administrative point arising out of the Treasury's device whereby no theatre previously exempt from the production levy will have to pay it as a result of the tax concession.

Would Stay With Exhibitors

Said Mrs. White in the course of the debate: "If, as the Chancellor suggests, this money is regarded as tax and not as ordinary income, the custom of the trade leads to the result that the whole of the money will remain in the hands of the exhibitors.

"The break figures, as it is called, between the renter of the film and the exhibitor is normally settled on the basis of tax having been paid. Therefore, the whole of the remission is obviously intended by the Chancellor, judging from what he has said this afternoon, to go to the exhibitor."

Chancellor Heathcoat Amory then said: "Of course that is entirely a matter for the trade to decide."

Tomorrow's KRS-CEA get-together on the division of spoils is likely to develop as a tough hassle. For CEA's general council is scheduled to meet the following morning and delegates thereto will be expecting cheerful news to take back to their branches.

Annoyed by Comment

Producers are irked by another remark the Chancellor let fall in the Commons; namely, that in his view they (the producers) have no special difficulties. Only a day or two earlier the Producers Associations' president Arthur Watkins had been lamenting the downward trend in the yield of the production levy.

Javits, Ervin

(*Continued from page* 1)

by Sen. Javits as "uniquely the protector of the individual against the power of the state" and applauded recent Supreme Court rulings as "trying to do the utmost to see that people just aren't convicted because somebody says so but are only convicted by judge and jury."

The debate will be seen this week on all Westinghouse stations and WTTG, Washington. It was presented in New York on WNEW-TV on Sunday.

New Management for Yankton, S.D., Theatre

Special to THE DAILY

YANKTON, S. D., July 13.—The Dakota Theatre here has been taken over by the Dakota Operating Co., with the equipment purchased from W. S. Tammen.

The same building will be rented by the new group.

Officers of the Dakota Operating Co. are R. J. Patterson, president, and C. T. Erickson, vice-president, both of Sioux Falls. Tammen's plans for the future are undetermined, he announced.

The theatre will be managed by Thomas T. Johnson, who has been a student at the University of South Dakota, Vermillion. He announced that the policy of the theatre will continue as in the past, with first run pictures and return engagements of popular top pictures to be featured.

Wodell's Father Dies

DENVER, July 13.—Funeral services have been held for Arthur Wodell, Sr., father of Arthur 'Jack' Wodell, Jr., managing director of the Paramount Theatre here.

Additions to Universal Exchange in Cleveland

Special to THE DAILY

CLEVELAND, July 13.—The local Universal exchange is gradually taking on its former look before it was "streamlined" almost two years ago. At first it was reduced to a branch manager, one booker, a part time salesman (shared with Pittsburgh) and one secretary—exclusive of the district manager and his secretary.

Gradually the personnel has grown and now includes two bookers—Frank Musto and Dick Dowdell; a full time salesman, Jack Lewis; a biller; and the most recent addition, Mary Jane Hillenbrand, contract clerk. Branch manager is Norman Weitman and Frank DeFranco is shipper. The district office remains unchanged with Peter Rosian, district manager, and his secretary, Laura Kovac.

'Hot' Big in London

United Artists' "Some Like It Hot" is continuing its fast pace at the London Pavilion Theatre with a seventh week gross that topped receipts for the fifth and sixth weeks, it was announced here by Arnold M. Picker, vice-president in charge of foreign distribution. The film is holding for an eighth week. Picker said it is maintaining its record-setting pattern at the boxoffice breaking all existing house figures in the theatre's 30-year history.

Two for Colorama

Colorama Features, Inc. has acquired the distribution rights to "The Song of Sister Maria" starring Dominique Blanchar, and "I Was a Parish Priest" starring Claude Laydu. Both features were filmed in Spain, with French actors in the leading roles. Pictures are now being readied for October release.

PEOPLE

Alan Koehler, formerly vice-president of Bernice Fitz-Gibbon, Inc., and assistant to Miss Fitz-Gibbon at Gimbels for the five preceding years, has joined Norman, Craig & Kummel, Inc., as vice-president and senior writer.

□

Karl Fischl, formerly associated with Transfilm, Inc., and Compton Advertising, Inc., has joined Wilding, Inc., producers of commercials and business films, as director of marketing for the Eastern sales division. He will headquarter here.

□

Frank Barnes, who has owned and operated the Elite Theatre, Crawford, Nebr., for the past 15 years, has sold out to **James Stockwell.** Barnes is moving to the State of Washington.

□

Jeb Schary, son of producer-writer **Dore Schary,** and **Tim Zinnemann,** son of director **Fred Zinnemann,** are serving this season on the apprentice staff of the Westport Country Playhouse, Westport, Conn.

□

Alvin E. Brizzard, C.P.A., has joined Security First National Bank, Los Angeles, in that institution's entertainment industry loan and service division.

□

Louise Lansing Mace, for the past 42 years motion picture and drama critic of the Springfield (Mass.) *Union and Sunday Republican,* has retired.

□

Sam Eckman, Jr., formerly MGM managing director in London, and more recently United Kingdon representative for Magna Theatre Corp., has joined the board of Stanley Kramer Productions.

□

W. W. Lucas, former president of Local 439, IATSE, New London, Conn., and currently serving as relief stage manager of the Stanley Warner Garde Theatre there, is celebrating his 58th year in show business.

□

Arthur N. Schuman, nephew of A. M. Schumann, Hartford film industry pioneer, has been elected to the board of directors of Park St. Investment Co., owners of five houses currently operated by Community Theatres, Inc.

□

Matthew Rapf has been signed to a long term contract by Screen Gems, and joins the company this week as a producer. His first assignment is the new series, "Brothers January," scheduled to go into production later this month.

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CINEMASCOPE
COLOR by DE LUXE
STEREOPHONIC SOUND

Minimum Wage

(*Continued from page* 1)

tee action next week. The subcommittee approved the bill Friday.

The bill would bring larger theatres and theatre circuits—those grossing over $750,000 a year—gradually under both the minimum wage and overtime provisions. The smaller theatres would be brought under the minimum wage part only, and not the overtime.

Backers of the bill hope for Senate passage this year, House action next year.

Brylawski Predicts Opposition

Meanwhile, A. Julian Brylawski, legislative chairman of the Theatre Owners of America, promised that exhibitors would be called on for a mammoth grass - roots campaign against the change "at the proper time." Brylawski said he felt the bill still faced a "rocky road," and declared that exhibitors have thus far "lost only a skirmish and not the battle."

S. C. Exhibitors

(*Continued from page* 1)

"blue law" by operating on Sunday, June 28. Defense counsel J. D. Todd, Jr., argued: "They say we have defied the law. We say they have misinterpreted the law. We urge the jury to hold that this antiquated law has no application."

Magistrate Aiken instructed the jurors that it was their duty to determine if the legislature meant to include movies or if movies were fairly included in the "blue law." "If there is any doubt that movies were included in the statute, the jury's duty would be to acquit," he asserted.

It was brought out during the trial that there was no disorder in any of the six theatres and that the summonses were served at times which were not church hours.

Other charges are still pending relating to both June 28 and July 5 Sunday operations in this area.

Sheriff Martin said afterward there would be no arrests of area theatre operators when they open their houses and drive-ins, unless someone signs a warrant against the operation.

Carthay Circle Reports Record 'Porgy' Sale

From THE DAILY Bureau

HOLLYWOOD, July 13. — The greatest advance sale in the history of reserved-seat film attractions in Southern California was racked up over the weekend for the engagement of Samuel Goldwyn's "Porgy and Bess," premiering Wednesday night at Carthay Circle Theatre, the theatre has reported.

At box-office closing Saturday night, an unprecedented total of $46,671 in advance reservations had been set, the management declared almost three times the total of "Around the World in 80 Days" previous record-holder of pre-opening sale for a hard-ticket attraction.

REVIEW:

Return of the Fly

Associated Producers—20th-Fox—CinemaScope

HOLLYWOOD, July 13

A WORTHY SUCCESSOR to "The Fly," this sequel in CinemaScope looms likely to echo the former box office success, in a packaged presentation with another API production, "The Alligator People." Vincent Price, who starred in the original offering, receives similar billing for his continued role, as the brother of the man who met a weird death after inventing a disintegrator-integrator machine.

Co-starring with Price is the rising young actor Brett Halsey, who portrays the son of the inventor, determined to carry on his father's work against his uncle's wishes. Edward Bernds conceived an absorbing screenplay which he also directed for producer Bernard Glasser, upholding the impact and suspense created by the original "Fly."

In this one, Halsey displays a fearful attitude toward flies after Price reveals the closely guarded secret to him of how his father met his death: His father, subjecting himself to an experiment with his invention was unaware that a fly had entered the disintegrating chamber with him. Upon re-integration, a gigantic enlargement of the head and arm of the fly replaced his own.

Halsey, unwittingly engages a young scientist who is wanted by the British police for murder to help him. The aide, David Frankham, plots to steal the plans for the secret invention and sell them through Dan Seymour, an underworld fixer who uses a funeral parlor as a front.

Frankham escapes arrest by using the machine on a British policeman while attempting to steal the plans. The policeman's hands and feet are replaced by those of a guinea pig which was going through the process of a delayed integration. Frankham has Seymour help him dispose of the body. Frankham, confronted by Halsey on his return to the lab for the plans, is forced to use the machine on him as well. This time he causes Halsey to experience the same fate as his father by placing a fly in the disintegrating chamber with him.

Halsey, in the guise of The Fly, finds revenge by disposing of Seymour and then Frankham in the funeral parlor. He returns to his normal shape when Price, who had been shot by Frankham in an attempt to stop his escape, with the aid of police inspector John Sutton, uses the machine to re-integrate him.

Running time, 79 minutes. General Classification. Release, in July.

SAMUEL D. BERNS

UA Files Suit in Ban On 'Maja' Postcards

From THE DAILY Bureau

WASHINGTON, July 13.—United Artists filed suit in Federal Court here today to upset a Post Office Department ban on postcards advertising "The Naked Maja."

The Department said the postcards were obscene and non-mailable. U.A. said the cards showed an accurate reproduction of the Goya painting, and the Department's action violated the First Amendment.

Warn Connecticut

(*Continued from page* 1)

law, which bans screening of motion pictures between midnight and 2 P.M.

The trend of "bonus" shows developed in the last year, becoming a regular Saturday feature in at least five of Connecticut's 38 drive-ins, according to Shaw.

Theatre owners have received warning letters, which include a copy of the applicable law. The 1959 state legislature, recently concluded, passed a law permitting screening of midnight shows on Saturdays which fall on New Year's Eve.

'Head' N.Y. Opening Caps 6-Week Promotion

The New York premiere of "A Hole in the Head" at Loew's State Theatre tomorrow will climax an intensive six-week local level campaign, one of the biggest in the history of United Artists.

Major elements of the all-media promotion include saturation penetration of singing commercials by Frank Sinatra and Eddie Hodges on 12 radio stations in the New York-New Jersey-Connecticut area; off-the-amusement page advertising in seven metropolitan dealies; and a disc jockey promotion featuring two songs from the UA release, "All My Tomorrows" and "High Hopes."

'Night' Grosses Big

Columbia's "Middle of the Night" grossed $10,000 in the first four days at the Trans-Lux Theatre in Philadelphia, the highest gross there in more than a year, the company said yesterday. At the Playhouse Theatre in Washington, D.C., "Middle of the Night" continued to record the biggest grosses in three years, with the first four days of the second week totalling $7,150.

Nat. Theatr

(*Continued from page* 1)

and are now operating WDAI and AM, in Kansas City. More re ly the company acquired Nat Telefilm Associates, Inc. (NTA), of the industry's most active pro distribution organizations. Thr NTA we are also operating WN TV, WNTA-AM and FM, in the York City Metropolitan Area, KMSP-TV in Minneapolis-St. Just a few weeks ago, we also quired a community antenna te sion system in Williamsport, Pa.

"In the future, we plan to ex our television and radio holding the limits permitted by the Fe Communications Commission. we also anticipate increased ac ties in film and tape program distribution through NTA."

New Title Voted July 10

The new corporate title was v by the board of directors at a sp meeting in Los Angeles July 10.

The special stockholders' me to act upon the proposed n change has been set for Aug. When stockholder approval is obtained, the company will be position to adopt its new identit full on Oct. 1, 1959, when NT and NTA will consolidate their fices in new headquarters in Bev Hills.

In addition to its television a ities National Theatres and its sidiary companies operate appr mately 265 theatres in 19 states.

Film, Equipment

(*Continued from page* 1)

level and almost a 100 per cent crease during the 1949-58 decade

The report came from film Nathan D. Golden. Shipm amounted to $16,295,487 in 1 They fluctuated narrowly up down for five years, and then in 1 spurted to $26,637,353. For the three years they've been just the $31,000,000 mark—$31,644 in 1956, down slightly to $31,473 in 1957, and up to the record $ 818,109 last year.

Golden said Canada was principal market for film and eq ment, accounting for $6,802,601 21.4 per cent of total 1958 exp Mexico, Japan and West Germ followed, each with imports of $2,000,000. The Union of So Africa, United Kingdom and Swit land each took U.S. products w more than $1,000,000 last year.

Equipment exports stayed at a l level for the past three years, 1957 the peak year, Golden sai

15 'Hot' Weeks at St

United Artists' "Some Like It H registered a $679,485 gross for weeks at Loew's State Theatre h it was announced yesterday by W liam J. Heineman, UA vice-presi in charge of distribution. The Mi Company presentation finished 15th week with a gross of $25, "A Hole in the Head" repl tomorrow.

heatre Manager Sells lms on Own TV Show

Special to THE DAILY

LEXINGTON, Ky., July 13. — orge W. Pugh, manager of Schine's and Theatre here, is conducting a w television show called "Let's lk About the Movies." It is seen er Channel 27 each Monday ough Friday, 4:00 to 4:15 P.M. The show consists of interesting ormation about the movies and the ople who star in and make them, d whenever possible film clips of rent and coming attractions.

)eneau Heads

(*Continued from page* 1)

Sidney G. Deneau, vice-president Paramount Film Distributing. Gor- n Lightstone will continue to func- n in his capacity as general man- er of Paramount Film Service Ltd. Canada.

Weltner stated that the closer co- lination of the Canadian and do- stic organizations is "being effect- to enable the Paramount Film vice Ltd. of Canada, comprised six Canadian branches, to be of ater service to Canadian exhibitors, ticularly in the area of sales plan- g, advertising and exploitation of amount pictures."

A meeting of the executives of the nadian distributing company will held here Thursday and Friday.

oast Studios Active, ith 25 in Production

From THE DAILY Bureau

HOLLYWOOD, July 13. — Colum- Pictures' activity swings into high ur with eight pictures in produc- n, followed by 20th Century-Fox h six; Metro-Goldwyn-Mayer, two; amount three; Universal-Interna- nal two; three for United Artists ease; and a Kana production, aging the total of 25 pictures in duction this week. Four were npleted.

tarted were: "Who Was That dy?" (Ansark-George Sidney Pro- tion); "The Gene Krupa Story" ilip A. Waxman Pictures), and lliver's Travels" (a co-production Universal - International and rningside World-Wide, S.A.) for umbia release; "Beloved Infidel" mpany of Artists Productions— y Wald), and "The Voice" (a bert Cornfield Production) for 20th ntury-Fox; "Oklahoma Territory" emium Pictures) and "A Terrible uty" (Cineman Production) for ited Artists release; "Private perty" (Kana Production, no re- e as yet).

Completed were: "Atomic Sub- rine (Gorham Production for Al- Artists release); "Silver Skates" "Kidnapped" (Walt Disney- na Vista); "Home From the Hill" C. Siegel Production-MGM); ve Gates to Hell" (James Clavell duction for 20th Century-Fox re- e).

REVIEWS

The Rebel Set

Allied Artists

HOLLYWOOD, July 13

Good action, suspense and surprise developments make this worthy of better-than-average program picture attention. Gene Fowler, Jr.'s direction builds intrigue and keeps the film hot with interest in the characters and situations drawn from the screenplay by Lou Vittes and Bernard Girard. Paul Dunlap's music, tailored to the characters and action, is another plus factor in achieving the suspenseful impact of the film.

Gregg Palmer, Kathleen Crowley, Edward Platt and John Lupton share their positions in the lead roles with equal importance and competence, joined with capable assistance from Ned Glass and Don Sullivan. After an amusing introduction to a group of beatnik characters in their hangouts, the story gains momentum as Platt, using his coffee house as a front for petty rackets, puts his plan for a million dollar caper into motion.

His aide, Ned Glass, rounds up three ambitious beatniks, Palmer, Lupton and Sullivan, all with personal problems, to carry out Patt's plan to rob an armored truck carrying a load of race track money. Palmer's wife, Miss Crowley, insists in taking the train trip (part of the plan) with him, believing that her husband was traveling cross-country to sign for an important part in a play.

The caper is pulled during a stopover in Chicago; but Palmer confesses to his wife and the police his part in the robbery after he discovers that Platt has killed Lupton and Sullivan later on the train in an attempt to keep all the loot for himself.

Platt, dressed as a minister, eludes the police when the train stops for their investigation; but Palmer captures him in a mad chase and fighting finish, effecting better consideration from the law for himself.

Running time, 72 minutes. General classification. Release, in August.

S.D.B.

Face of Fire

Allied Artists

HOLLYWOOD, July 13

Produced in Sweden by Albert Band and Louis Garfinkle with an American cast and Swedish technicians, this Albert Band Production, which he also directed, will find its best reception in houses specializing in horror films. Cameron Mitchell and James Whitmore, two seasoned performers, ply their way through Louis Garfinkle's screenplay, which is based on Stephen Crane's story, "The Monster," with enough sincerity to satisfy the non-discriminating.

Royal Dano, Richard Erdman and Howard Smith are some of the more familiar faces who made the trip to Sweden to make a film about a small American town at the turn of the century. Jill Donohue is a standout "new face," as the girl who was ready to marry Whitmore.

Whitmore, a "dandy" handyman for Mitchell, the town's doctor, suffers facial acid burns when he rescues Mitchell's son from a fire that demolishes his house. His face is disfigured to the point of frightening the children and the townsfolk. Mitchell displays his loyalty and gratitude for saving his son's life, but the townspeople want to get rid of Whitmore, who escapes on a freight train during a chase in which he frightens some children at a birthday party.

The people are temporarily relieved when they get an erroneous report that Whitmore has been killed in a train accident. Whitmore shows up again. The townspeople call on Mitchell to have Whitmore committed to a home through funds they offer to raise, but Mitchell refuses when he sees his son, Miko Oscard, accept Whitmore's hand of friendship in front of his frightened friends.

Running time, 83 minutes. General classification. Release, in July.

S.D.B.

Television Today

New Adventure Series To Star Mike Connors

"Tightrope!," a new filmed adventure series revolving around an investigator's fight against the underworld, which was originally announced under the title of "Undercover Man," will make its debut on the CBS Television Network Tuesday, Sept. 1 (9:00-9:30 P.M., EDT), under the sponsorship of Pharmaceuticals, Inc.

Has Been in Many Films

Mike Connors stars as the investigator—a nameless police officer in the weekly adventures—who becomes an active gangland associate in an attempt to ferret out mobsters and stamp out crime. The star, a veteran of a score of television productions, has also appeared in a number of motion pictures, including "Sudden Fear" and "Day of Triumph."

'Hiroshima' July 19 on 'The Twentieth Century'

"Hiroshima," the story of the secret training and flight of the Air Force B-29 crew that dropped the first nuclear bomb in history, will be rebroadcast on "The Twentieth Century" Sunday, July 19 (6:30-7:00 P.M., EDT) on the CBS Television Network.

Narrated by CBS News Correspondent Walter Cronkite, the program features specially declassified Air Force film showing the actual loading the atom bomb on the B-29, and the grueling preparation of the crew, led by Colonel Paul Tibbetts, Jr., for their secret and historic mission.

NBC's Daytime Business Hits $23,500,000

New and renewal daytime business totaling $23,500,000 in gross revenue has been placed with the NBC Television Network by seven advertisers, it was announced by Don Durgin, vice-president, NBC Television Network Sales.

Highlighting the new orders were purchases by the Borden Company for an additional quarter-hour of "The Ruff and Reddy Show" on alternate Saturdays, and by the Gold Seal Company for segments of "Queen for a Day," "Tic Tac Dough," "Treasure Hunt" and "County Fair." The Kayser-Roth Hosiery Corp., for its product, Supp-Hose, ordered purchases on "Treasure Hunt" and "Young Dr. Malone."

Five Have Renewed

Renewal orders were placed by the Brillo Manufacturing Co.; Standard Brands; Procter & Gamble; the Borden Co. and General Foods Corp.

Terrytoons Income Up 10% Over Last Year's

The theatrical income of Terrytoons, subsidiary of CBS Films, Inc., was 10 per cent greater during the second quarter of this year than it was in 1958, it was announced yesterday by William M. Weiss, vice-president and general manager of Terrytoons.

Terrytoons has already delivered 16 releases this year for theatrical distribution. In addition, the Terrytoon series, "Deputy Dawg," is now in production as a new cartoon half-hour television program.

Terrytoons Names Craig Director of Commercials

Anderson Craig has been named to the newly-created post of director of commercials for Terrytoons, it was announced by William M. Weiss, vice-president and general manager of the CBS Films, Inc., subsidiary.

Will Act as Coordinator

In his new capacity, Craig, who was formerly the head of Anderson Craig Studios, will coordinate the work of the Terrytooons studios and advertising agencies in all pre-production and production of commercials. He will also hire creative free-lance talent for styling, animation and storyboarding.

U.S. Steel Show Set

A television salute to America's automobile industry will be offered by United States Steel on Wednesday evening, Oct. 21. Sid Caesar will head up the array of big-name talent to be seen via CBS channels.

It seems like everybody is interested in the jets and wants to fly on them. If you have had trouble getting a reservation on an American Airlines Jet Flagship, that's the reason. Please be patient, though. We're putting more jet flights at your disposal all the time. **AMERICAN AIRLINES**

The Jet Airline

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 10 NEW YORK, U.S.A., WEDNESDAY, JULY 15, 1959 TEN CENTS

For First Six Months

Film Rentals Of UA Increase 20% Over 1958

Highest for Any Similar Period, Benjamin Reports

United Artists worldwide theatrical film rentals for the first six months of 1959 totalled $40,055,000, it was announced yesterday by Robert S. Benjamin, chairman of the board, who said that the total represents a 20 per cent increase over theatrical rentals for the first six months of 1958, which were $33,501,000, he pointed out.

The rentals for the first six months of the current year are the highest registered by the company for any similar period, Benjamin said.

UA's consolidated gross for 1958 established an all-time company high of $84,072,000. Net earnings for the period were a record $3,702,000.

The UA board chairman declared that the six-month theatrical rentals for 1959 reflected the enormous grossing potential of current releases in playdates throughout the world.

Hoover Buys Williams Florida-Georgia Circuit

Special to THE DAILY

MIAMI, July 14.—The Nat Williams Circuit, comprising 11 theatres in North Florida and South Georgia, has been purchased by George Hoover of Miami. Three theatres are located in Quincy, Fla.; three in Thomasville, Ga.; one in Meighs, Ga.; two

(*Continued on page* 4)

AIP, NTA Far East Post Goes to Crasto

J. Remi Crasto, prominent in the Far and Near East motion picture field for many years, has been named to represent both NTA International, Inc. and American International Pictures, in those areas, it was announced yes-

(*Continued on page* 4)

TELEVISION TODAY—page 6

Press Fight on Pa. Sunday Bill; Company Heads Contact Senators

Special to THE DAILY

HARRISBURG, Pa., July 14.—Their campaign for passage of State Senate Bill 921 to ease "blue law" motion picture theatre operating restrictions was carried directly to Pennsylvania legislators today by members of the Pennsylvania Motion Picture Association.

Following a strategy meeting at the Penn-Harris Hotel here, theatremen spent the day visiting state senators and assemblymen, seeking their pledges of support for Senate Bill 921, which is now in the Senate Law and Order Committee. The bill would permit Sunday movies in any community where 20 per cent of the reg-

(*Continued on page* 3)

New MPA—ACE Meeting 'Soon'

A second meeting between the executive committee of the American Congress of Exhibitors and the exhibitor relations committee of the Motion Picture Association will be held shortly, it was reported here yesterday following a conference of the ACE committee. The meeting will take place either the last week of July or the first or second week of August, depending upon when the various participants will be available

(*Continued on page* 3)

National Theatres Will Reopen Exchange Offer

From THE DAILY Bureau

LOS ANGELES, July 14.—National Theatres announced today that it planned to reopen an exchange offer to shareholders and warrant holders of National Telefilm Associates, Inc., under which NTA had become a subsidiary of National Theatres. Announcement of the plan was made by B. Gerald Cantor and John B. Bertero,

(*Continued on page* 2)

Funeral Services Today For Wm. F. Broidy, 44

From THE DAILY Bureau

HOLLYWOOD, July 14.—Funeral services for William F. Broidy, president of Broidy Pictures Corp. and brother of Steve Broidy, president of Allied Artists Pictures Corp., will be held tomorrow at 1:00 P.M. at Hill-

(*Continued on page* 5)

Medford, Mass. Drive-In Files Anti-Trust Suit

Special to THE DAILY

BOSTON, July 14.—The Meadow Glen Company, operators of the Meadow Glen Drive-In, Medford, Mass., has filed an anti-trust suit in U.S. District Court here against the

(*Continued on page* 5)

Canadian Theatre Gross in '58 Is Estimated at $75,584,425

Special to THE DAILY

TORONTO, July 14.—Preliminary figures from the Dominion Bureau of Statistics indicate that the gross for Canadian theatres in 1958 was $75,584,425, a decline of 1.2 per cent from 1957. Admissions at 137,326,088, were down 9,429,740 or 6.4 per cent from 1957.

The Dominion Bureau of Statistics warns: "Although it is not expected that these figures will be much different in the full coverage report to be submitted at a later date, they should serve only as indicators and not as an account of theatre operations in 1958."

With the decline in theatre gross, amusement taxes took a nosedive, dropping by 10.3 per cent to $7,014,410. The average admission price however was up from 52 cents to 55 cents. This helped to protect the exhibitors.

The effects of economy and the closing of theatres are indicated by a 696 drop in the persons employed (11,948) and a $407,779 decline in earnings ($17,219,718). The estimated statistics of the DBS apply to roughly 1,568 standard theatres, 96 fewer than in the previous year. At present there are 1,536 standard theatres in operation, 32 having ceased operations since the year's start.

Censorship Trend

New Regulation Of Theatres Looms: Myers

Sees States, Cities Shifting Censor Chore to Exhibitor

From THE DAILY Bureau

WASHINGTON, July 14—Exhibitors face the "dangerous probability" that states and cities will turn from the censoring of films to regulating theatres as a result of recent censorship developments, Abram Myers, board chairman and general counsel of Allied States Assn., states in a bulletin issued here today.

The remarks are made in connection with the decision of the Supreme Court in the "Lady Chatterley's Lover" case. Myers notes that in striking down the New York State ban on that film the justices filed five separate concurring opinions in addition to that of Justice Stewart which stands as the opinion of the court. The decisions

(*Continued on page* 4)

Fitzpatrick 'Confident' Of Film Control

Special to THE DAILY

ALBANY, N. Y., July 14.—James A. Fitzpatrick, counsel to the Joint Legislative Committee on Offensive and Obscene Material, said he found the recent U.S. Supreme Court decision on New York's banning of "Lady

(*Continued on page* 2)

'Lady Chatterley' Is Condemned by Legion

The French film, "Lady Chatterley's Lover," has been condemned by the National Legion of Decency. The Legion said: "This film, both in its development and solution of the plot, condones adultery. As such it constitutes an unconscionable attack upon a fundamental tenet of Judeo-Christian morality. This is all the more reprehensive when such an attack comes through a mass medium of entertainment which in our American society is devoid of reasonable safeguards for the young and the impressionable."

PERSONAL MENTION

RICHARD EINFELD, producer of "The Oregon Trail," will arrive in New York from Hollywood tomorrow for distribution conferences with officials of 20th Century-Fox.

•

MYRON KARLIN, manager for United Artists in Italy, will return to Rome from New York today via B.O.A.C.

•

VINCENT TROTTA, film industry art director, will leave here today for Long Beach, Cal., where once again he will preside over the judging at the annual selections of "Miss United States" and "Miss Universe."

•

LEON LEONIDOFF, senior producer of the Radio City Music Hall here, will leave New York today for Israel to seek talent for an all-Israel stage spectacle which the Music Hall is planning for the fall.

•

RICHARD BURTON and MRS. BURTON will leave New York today aboard the "Queen Mary" for Europe.

•

EDMUND C. DEBERRY, assistant to Paramount distribution vice-president HUGH OWEN, left New York yesterday for Atlanta.

•

BEN GAZZARA arrived here yesterday from London via B.O.A.C.

•

JEFFERSON LIVINGSTON, eastern advertising director for Universal, left here yesterday for Chicago and the coast on a business and vacation trip.

Alperson to Majorca

HOLLYWOOD, July 14.—Producer Edward L. Alperson left yesterday for Palma, Majorca, to take over the reins on pro-production of "The Girl in the Red Bikini." Director Byron Haskins and stars Mark Stevens and Joanna Dru will join him there on July 31.

WANTED-NEW CUSTOMERS!
Young fella with 39 years experience desires to service dollar-wise showmen with top-quality...
SPECIAL ANNOUNCEMENT TRAILERS at cost no higher than you now pay.
Let the Prize Baby prove his superiority.
Your satisfaction will be long-lasting.
NATIONAL SCREEN SERVICE
TOPS IN TRAILERS!

Maryland Group Is New Affiliate of TOA

Establishment of the Maryland Theatre Owners Association as the newest state affiliate of the Theatre Owners of America was announced here yesterday by George G. Kerasotes, TOA president. He said the new unit was organized, and voted immediate affiliation with TOA, at a meeting held Monday at the Mayflower Hotel in Washington, D. C., which he and George Roscoe, TOA director of exhibitor relations, attended.

John Broumas President

John G. Broumas, president of Transamerica Theatres of Takoma Park, Md., was elected first president. Other officers are George A. Brehm, vice-president; T. T. Vogel, secretary, and Douglas Connellee, treasurer. Directors are Sam Mellits, Jack Fruchtman and William Fisher. Broumas said 55 theatres have been enrolled.

"The Maryland unit now gives us exceptionally strong representation for TOA along the Atlantic seaboard," Kerasotes said, "and gives us members in every seaboard state from Maine to Florida." Broumas' unit will receive strong support from neighboring TOA regional organizations, including the Motion Picture Theatre Owners of Metropolitan, D. C., in Washington, D. C., and the Theatre Owners of North and South Carolina to the south.

TOA Coverage Now Complete

Maryland TOA now gives national TOA complete coastline coverage, Kerasotes declared. He named the other units as the Allied Theatres of New England covering Maine, New Hampshire, Vermont and Massachusetts; the Motion Picture Theatre Owners of Connecticut, the Theatre Owners of Rhode Island, the New Jersey Chapter of TOA, the Motion Picture Theatre Owners of Metropolitan D. C., the Theatre Owners of North and South Carolina, the Motion Picture Theatre Owners and Operators of Georgia, and the Motion Picture Exhibitors of Florida.

Johnston Gives Report On French Film Deal

Eric Johnston, president of the Motion Picture Export Assn., yesterday gave the board a confidential report on conferences he held in Paris on a new French film agreement. The talks were the first preliminary negotiations looking toward a new contract with that government.

Johnston also told the board about his attendance at the Berlin Film Festival, which he said "went over well."

In other action yesterday the board elected Ned Clarke and Joseph Laub of Walt Disney Productions as directors. Disney recently joined MPEA.

Launch 'Solomon' Drive in West

The first major promotion swing of United Artists' campaign for "Solomon and Sheba" will blanket key Western cities over the next four weeks, it was announced yesterday by Roger H. Lewis, national director of advertising, publicity and exploitation.

He said that Teet Carle, Western coordinator of the special "Solomon and Sheba" unit, will participate in an intensive schedule of local level promotional activities beginning next Monday.

Nine Cities Scheduled

Initial cities where Carle will develop media campaigns for the Edward Small production are Dallas, Fort Worth, Kansas City, Omaha, Denver, Salt Lake City, Seattle, Portland and San Francisco. He will meet with newspaper, magazine, radio and television editors and representatives as part of the all-out promotional effort to arouse advance interest in the UA release.

Fitzpatrick Confident

(*Continued from page* 1)

Chatterley's Lover" "hard to believe or understand." He felt confident, however, that "efforts will be made to strengthen the hand of the Motion Picture Division of the State Education Department."

"An assumption of responsibility by the industry would make further action and agitation unnecessary," said Fitzpatrick, who conducted public hearings on the advisability of a state classification of motion pictures earlier this year.

Points to Eastman Move

The former state assemblyman noted "with great interest," U.S. Senator James O. Eastland's proposal for an amendment to the Constitution, declaring that this would "set forth the right of each state to decide on the basis of its own public policies the question of decency, and to enact legislation with respect thereto." Applauding Senator Eastland's move, Fitzpatrick said "I feel that the American public will always find ways and means of acting to suppress immorality."

Commenting on the Supreme Court decision, Fitzpatrick asserted, "Certainly, if one is free to advocate adultery, the question arises as to where the line will be drawn. Are we free to advocate murder or arson? Adultery, like the latter, is a crime."

Will Confer With Educators

Fitzpatrick said that as counsel for the Joint Legislative Committee, he intends to study the decision carefully and to confer with officials of the State Education Department.

Nat. Theatre

(*Continued from page* 1)

chairman of the board and presid respectively, of National Theatres

Under the terms of the offer, wh expired last April 6, accepting N stockholders received for each sh of NTA common stock $11 princi amount 5½ per cent sinking fund s ordinated debentures due March 1974, and a stock purchase warra entitling them to purchase one-quar share of National Theatres comm stock. The exchange of NTA warra was on an equivalent basis.

The offer was accepted by form holders of 88.65 per cent of N common stock and 78.57 per cent NTA warrants.

National Telefilm Associates stoc holders were informed by letter th the board of directors of Natio Theatres had authorized the develo ment of a plan to make a further e change offer to the remaining owne of NTA stock and warrants.

Prospectus to Be Furnished

The plan would authorize holde of NTA stock and warrants to e change for the same securities whi National Theatres delivered to tho who accepted its prior exchange offe The further exchange offer will l made by means of a prospectus.

Earlier this week, National Theatr announced a proposed change in nam to National Theatres and Televisio Inc. The new name, reflecting th company's activities in all phases television, is to be acted upon at special stockholders meeting Aug. 2

'Ben-Hur' Screened an Approved, Says Siegel

From THE DAILY Bureau

HOLLYWOOD, July 14.—Prior his departure for Europe on a thre week business trip, Sol C. Siegel, vic president in charge of production M-G-M, announced that with direct William Wyler he has screened an approved the final editing of "Be Hur."

Siegel also revealed plans bein made for the picture to have its fir preview in September.

Eve Arden's Father Die

SAN FRANCISCO, July 14.—Pr vate funeral services will be held t morrow for Charles P. Quedens, fath of film and television actress Ev Arden. He died at 69, at Sonoma, Ca ifornia. Also surviving is the widow.

THE NEW PETITE ROOM WITH COLOR
available for
"SUMMIT SESSIONS"
THE LITTLE CLUB
LUNCHEON • COCKTAILS
DINNER • AFTER-THEATRE
70 Ea
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PEOPLE

Mark Tenser has been named cc-president and elected to the ard of directors of Favorite Films California.

□

Jerry Bieger has been appointed oker for Kay Film Exchange, At- ta, succeeding Barney Ross, who s resigned.

□

J. E. Vaught, formerly mayor of ndleton, Ore., is now manager of e United Artists Theatre in that mmunity. The house is owned by rs. J. J. Parker.

□

Mrs. Lou Cole, secretary of Howco lms, Atlanta, has resigned that post d is leaving for Denver, where she ll make her home.

ee 'Life' Gross at 1,000,000 in N. Y.

Universal-International's "Imitation Life," which started its New York bsequent-run engagement in the O and other circuit and independent theatres in the Greater New York a Monday, July 6, is headed for a 000,000 gross in the 66 theatres ying the picture on its first break. e estimate is based on the more n $700,000 taken in on the first en days, according to Henry H. rtin, Universal's general sales man- er.

The gross of the 66 theatres will by more than $400,000 the grosses Universal's record holders—"Written on the Wind" which played seven one-half days in the RKO circuit other houses as part of the 72 atres it played and "The Glenn ller Story" which played 70 theres, Martin pointed out.

Booking Pattern Mixed

Booking of "Imitation of Life" into RKO circuit was on a mixed pattern with only 22 of the RKO houses ening the picture last Monday ek. Five of the other key houses l not start until Wednesday. The ture is going eight days in 17 ises, and 10 days in five of the ises.

IE
BIG
ey said: "This
y starts where
apone left off!"
HE BIG
OPERATOR"
Albert Zugsmith Production.
association with Fryman Enterprises. From M-G-M.

Press Fight Against Pa. Bill

(*Continued from page* 1)

istered voters petitioned for them. Under existing law, Sunday movies can be shown on a local option basis only after a referendum.

John G. Broumas, operator of the State Line Drive-In Theatre in State Line, and president of the Pennsylvania exhibitors group, termed the turnout for the session excellent, and said the theatremen were optimistic that they could obtain favorable action on the bill at the current legislative session.

He said the members were particularly heartened by the support from Theatre Owners of America and from the film company presidents. He disclosed that at the suggestion of TOA president George Kerasotes, Robert Benjamin and Arthur Krim of United Artists, Jack Warner of Warner Bros., Spyros P. Skouras of Fox, Steve Broidy of Allied Artists, and Milton Rackmil of Universal had personally contacted Senator Harvey M. Taylor, Senate President Pro-Tem, and Senator Douglas Elliott, chairman of the Law and Order Committee, regarded as key men in getting the bill moved to the Senate floor for a vote. He said he was certain the other film company presidents would take similar action.

"To our knowledge," Broumas said, "this is the first time the presidents of production and distribution companies have intervened directly in a state matter, and it is of tremendous encouragement to the exhibitors of Pennsylvania to know that they have a united industry behind them in this effort to modernize an antiquated, undemocratic law."

Broumas said that exhibitors present set themselves up as a committee to contact all other exhibitors in the state to enlist their support. A major portion of their efforts, he reported, will be devoted to interesting business groups, civic organizations and parent-teacher associations, in supporting the bill.

Bob Montgomery Heads 1959-60 AMPA Slate

Bob Montgomery has been nominated for reelection to the office of president of the Associated Motion Picture Advertisers for the year 1959-60, it was announced yesterday by Vincent Trotta, chairman of the AMPA nominating committee.

Other nominees are: Albert Floersheimer, Jr., vice-president; Hans Barnstyn, treasurer; and Marcia Sturn, secretary. Nominated to the board of directors are Hans Barnstyn, Albert Floersheimer, Jr., Ray Gallo, Paul Greenhalgh, Samuel Horwitz, Blanche Livingston, Bob Montgomery, Marcia Sturn and Vincent Trotta.

Serving on the board of trustees will be David A. Bader, Charles Alicoate and Gordon White.

Montana Exhibitors Set September Meeting

Special to THE DAILY

LIVINGSTON, Mont., July 14—The Montana Theatre Association will hold its semi-annual conference and convention at the Placer Hotel in Helena on Tuesday and Wednesday, September 29 and 30, president Finus L. Lewis of this city, announced today.

Included on the agenda will be detailed planning for the first joint meeting of the Mountain States Theatres Association, and the Montana unit in March of 1960 at Salt Lake City. Theatremen of Utah, Idaho and Montana will take part in that session. Lewis said.

Ralph Budd Dies

Ralph Budd, who resigned from Warner Brothers a year ago following 27 years with the organization, most of the time as personnel director, died yesterday at his home in Glen Rock, N. J.

The deceased is survived by his wife, a son and a daughter.

Use Film Techniques To Promote 'O'Keefe'

United Artists begins its new policy of adapting motion picture techniques to the merchandising of a television series today as Roger H. Lewis, UA national director of advertising, publicity and exploitation, and Ben Halpern, promotion manager for UA-TV, hold meetings in Detroit. They will confer with representatives of the D. P. Brothers Co. on UA-TV's forthcoming series, "The Dennis O'Keefe Show."

"This marks the first time that a major film company will employ its full ad-publicity-exploitation facilities in television," Lewis declared.

The conferences will develop national and local level campaigns for "The Dennis O'Keefe Show," which premieres on Sept. 22 over the CBS network. The D. P. Brother Company is the advertising agency representing Oldsmobile, sponsors of the comedy series.

Second Kinopanorama Film Opens July 21

"The Enchanted Mirror," second film in the Russian Kinopanorama process, will open at the Mayfair Theatre here Tuesday, July 21. Like "Great Is My Country," now showing at the theatre, it is being presented in conjunction with the Soviet Exhibition of Science, Technology and Culture at the Coliseum.

"The Enchanted Mirror" is made of four stories and is described as a "fantasy-documentary." Taking the themes of familiar fairy tales, the film translates them into the reality of the Soviet Union today.

'Holiday' Here July 24

Twentieth Century-Fox's "Holiday For Lovers" will open July 24 at the Paramount Theatre here.

bd*
IS
BOX-OFFICE
DYNAMITE!

*"blue denim"

MPA and ACE

(*Continued from page* 1)

at the same time, it was pointed out.

Major business at the session of the ACE committee here yesterday was to hear a report from its chairman S. H. Fabian and Sol A. Schwartz, chairman of its committee on distributor relations, on their previous conferences with Eric Johnston, MPA president. The ACE group also made plans yesterday for the forthcoming meeting with the MPA, a spokesman said.

The first meeting between the ACE and MPA groups was held in mid-May at which time both sides said their talks had been "exploratory and highly constructive." No details of what was discussed were released to the press beyond the admission that trade practices had been brought up at the conclave.

'Horse' Hits $2,336,229

United Artists' "The Horse Soldiers" has rolled up a big $2,336,229 in 321 situations throughout the country, it was announced by William J. Heineman, vice-president in charge of distribution. He said the Mirisch Company presentation is holding over in virtually every engagement with runs as long as five weeks.

New Regulation

(*Continued from page* 1)

left many problems unsettled, Myers says, and the "limitations contained in the main opinion" have caused confusion.

Especially significant, in the opinion of Myers, is this statement by Justice Douglas: "If a particular movie violates a valid law, the exhibitor can be prosecuted in the usual way."

In two states already, the Allied executive points out, the burden of "cleaning up the screens" is being shifted to exhibitors. In one of these instances the exhibitor association joined with the Johnston Office in seeking repeal of the censorship law. The legislature repealed the statute and enacted in its stead one that put the onus on the exhibitor.

Cites Instance of 'Policing'

"An employee of the association," Myers says, "went so far as to assure a legislative committee that if the switch were made, the organization would police the theatres and report violations. It later developed that the employee had turned in one of his own members, which did not make for harmony in the organization."

The other instance described in the bulletin is one in which there was a well-organized campaign for stricter regulation of the theatres. "With the Burstyn decision staring it in the face, the legislature was reluctant to strengthen its censorship law. Consequently it adopted an act making it a misdemeanor for any exhibitor 'knowingly' to exhibit to any person under 18 a motion picture which is 'obscene' or which 'tends to corrupt morals.'

Warns of 'Two Right Guesses'

"Heretofore, the exhibitors have been safe in playing any picture passed by the state board. If, as seems likely, the board is abolished the exhibitors will have to make two right guesses at their peril: (1) as to the propriety of the film and (2) as to the age of their customers."

Myers warns exhibitors to keep a sharp eye on developments in their own states. "States having censorship laws may try to amend them to conform to the Supreme Court's rulings, or to find substitutes for them," he observes. "And wherever there is a public outburst such as occurred in Maryland last year, the effort most likely will be directed against the theatres rather than toward the censoring of films.

"From the broad viewpoint of public relations the situation that has arisen is regrettable. It is certain that censorship is going to remain a live and dangerous issue for a long time. It is being perpetuated by the very decisions which it was hoped would end it. It may even become a national issue. Senator Eastland, Chairman of the Committee on the Judiciary, has announced that he will seek the adoption of a constitutional amendment reserving to the states control over all matters affecting the morals of the people.

"If so, the issue may reach to all 50 states and, unhappily, the movement will stem from a decision of the Supreme Court involving a motion picture. Those who will oppose the revival of censorship or further regulation of the theatres will be acting to preserve their constitutional rights, which is commendable. But, unfortunately, they will also be on the wrong side of what their communities may regard as a moral issue."

THE BIG
AN ALBERT ZUGSMITH PRODUCTION from M-G-M

means
"THE BIG OPERATOR"
TOUGH AND TERRIFIC!

REVIEW:

Ten Seconds to Hell

Seven Arts—Hammer Prod.—UA

THE URGENT AND perilous task of clearing the city of Berlin of the large number of unexploded bombs scattered in its ruins after the war forms the background of this suspense drama. A Seven Arts—Hammer Production, it was filmed on location in the German city with a cast headed by Jeff Chandler, Jack Palance, and the French actress, Martine Carol.

Palance and Chandler portray two German soldiers who return to Berlin from a British prisoner-of-war camp and, along with four other colleagues, form a demolition squad to engage in the hazardous work of defusing the bombs. The six men make a pact to place half of all their earnings into a general pool for six months. At the end of this time the funds will be split among whoever is left.

Then the grim battle for survival begins. The first man to die does so because the bomb he is working on is a British double-fuse type; after he thinks he has deactivated it, the second mechanism explodes. This complication adds to the suspense; each time a call comes that a new bomb has been located there is the dread that it may be the type which is doubly difficult to handle.

One by one four of the men are killed at their work until only Chandler and Palance are left. There is strong antagonism between these two; Chandler is a cynic, selfish and interested only in his own survival; while Palance is an idealist who, as chosen leader of the group, has the interests of all at heart. This conflict is spelled out in simple enough terms and is intensified by a rivalry between the two men for the affections of Miss Carol, their attractive landlady.

In the climax Chandler is assigned to what turns out to be a double fuse bomb and against the regular procedure of the men working alone Palance offers to help him. Chandler then betrays Palance and tries to kill him by activating the fuses from a distance. He fails, however, and dies himself in striving to defuse the bomb alone. Palance and Miss Carol are together at the end.

All the action scenes in "Ten Seconds to Hell" revolve around whether or not a "live" bomb will explode before it can be rendered inactive, and on four occasions the explosion itself is shown after a suspenseful build-up. Robert Aldrich, who directed from a screenplay he wrote in collaboration with Teddi Sherman, had quite a problem in giving these episodes variety, but he has succeeded for the most part.

In a switch from "type" casting Chandler is a heel and Palance a hero. Neither seems completely at ease with the change. However, Miss Carol plays a couple of dramatic scenes with intensity, and the rest of the cast, including Virginia Baker, Wes Addy, and Robert Cornthwaite, is quite good.

Michael Carreras produced this picture, which was adapted from the novel, "The Phoenix," by Lawrence P. Bachmann.

Running time, 93 minutes. General classification. Release, in July.

RICHARD GERTNER

Allied Notes Change in 'Ten' Royalty Method

From THE DAILY Bureau

WASHINGTON, July 14—A new rider attached by Paramount Pictures to contracts whereby it licenses "The Ten Commandments" to drive-ins "eases to some extent the shackles which exhibitors must wear when playing under the royalty method," it is stated in a bulletin issued by Allied States Assn. here.

The new rider, according to the bulletin, while retaining payment of a royalty for adults requires one for children only at those drive-ins which charge an admission price for children. Previously a royalty was asked for children at all drive-ins.

Attacking the royalty method in general the Allied bulletin calls it a "violation of the injunction against fixing minimum admission prices.

Hoover Buys

(*Continued from page* 1)

in Pelham, Ga., and two in Quitman Ga.

Hoover has purchased all of th properties from the partnership o Nat Williams, Jr.; Paul Bennett; an D. B. McDonald, who were co-own ers of the circuit known as Interstat Enterprises, Inc. Nat Williams, Jr son of the founder, will stay on wit Hoover as the district manager.

Headquarters for the circuit will b in Miami. Booking, buying and ac counting will be handled in the Miam office and the theatres will be adde to Hoover's circuit. The new name o the company will be Interstate Thea tres, Inc.

Pete Dawson will handle buyin and booking, and Rex Norris, former ly with the M.C.M. Circuit, has bee hired to assist Dawson in the buyin and booking for the new circuit.

AIP and NTA

(*Continued from page* 1)

terday. For AIP, Crasto will serve a special representative, Far and Nea East; for NTA International he wil serve as general manager, Far an Near East.

Crasto's appointment was announce jointly by William Reich, general man ager of AIP, and Harold Goldma and Sidney Kramer, respectively presi dent and director of Foreign distribu tion of NTA International. Crasto i now in New York for home offic consultations and will leave in month for a swing through his terri tory, after which he will establis permanent headquarters. Crasto, national of India, has spent over quarter of a century in the film in dustry, originally joining RKO Radi Pictures in Calcutta as exploitatio manager. He later became genera manager for South China and the managing director for India, Pakistan Ceylon, Burma, Nepal and Afghanis tan. These countries are all include in his territories, as are all the othe countries of the Far and Near Eas other than Japan and Australasia.

aircraft: COMET 4!
(pure jet!)
flight: MONARCH
(de Luxe and First Class only)
frequency: NIGHTLY
(leaves New York at 9 p. m.)
destination: LONDON!
BOAC
reservations through your Travel Agent o
BRITISH OVERSEAS AIRWAYS CORPORATIO
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;ol. and Bantam Books 'ush 'Makers' Softcover

Columbia Pictures and Bantam ooks will launch the paperback edi- on of Bernard V. Dryer's "The nage Makers" at least six months efore the start of production on the lm adaptation, it was announced esterday by Oscar Dystel, president Bantam, and Paul N. Lazarus, Jr., ce-president of Columbia.

The co-promotion will cost more ıan three times the amount spent on milar projects, according to Dystel, ho said "this is the first time a otion picture company has contribu- d financially and creatively to the romotion of a book so far in advance the film's release."

Will Start in Cleveland

The promotional campaign will art with the "word premiere" of the ıperback on July 21 in Cleveland, ometown of the author. Highlights the premiere activities will be a stimonial luncheon honoring Dryer, hich will be attended by film, drama ıd book editors, and a dinner for ıperback distributors. Local exploi- tion will include newspaper and ook trade press advertising, truck nners, and point of sale rack cards ıd display pieces. Similar saturation ograms will be launched the follow- g week in Chicago, Los Angeles, ıd Indianapolis.

Exploitation Man Will Aid

A Columbia field exploitation man ill be working full-time in conjunc- on with the Bantam representatives Cleveland, to lend a Hollywood uch to the book premiere. It was ıphasized that the promotion is a nt venture in every aspect. Initial ipment on the paperback will be 0,000 copies, with appropriate edits for the forthcoming film. ıe book will be re-issued when the n is released.

Tom Dooley' Racks Up ive Theatre Records

Columbia's "The Legend of Tom ooley" established all-time house ords in five of its first eight en- gements over last weekend as the n opened to top business in the ıarlotte territory, the company said sterday. The openings launched a ıss saturation booking in the area. Record three-day grosses included ,520 at the Flamingo Drive-In, inston Salem, N. C.; $3,040 at the nter Theatre in Hickory, N. C.; ,160 at the Paris Theatre in Green- le, S. C.; and $2,415 at the Center eatre in Lenoir, N. C. A new house ırk was also set at the Palmetto The- e in Spartanburg, S. C., where the o-day gross (no Sunday showings) s $1,530.

Strong in Knoxville

ın other situations, "Tom Dooley" s running at a pace equal to that of lumbia's top pictures. In its first ee days, "Tom Dooley" grossed 300 at the Riviera in Knoxville, ın.; $1,225 at the Paris in Green- e, S. C.; and $915 at the Para- unt in Asheville, N. C.

Medford Suit

(*Continued from page* 1)

Medford Twin Drive-In Theatre; three exhibitors and six distributors, claiming $750,000 in treble damages.

The Twin Drive-In has two theatre screens, the Wellington and the Circle, under the management of Development and Management, Inc. Directors and officers of the companies are virtually the same.

The defendant exhibitors are Loew's Boston Theatres, Inc., RKO Theatres, Inc., New England Theatres, Inc., while the defendants distributors are Loew's, Inc., 20th-Fox, Warner Brothers, Universal, United Artists and Allied Artists.

Cites 'Twin' Advantages

On three counts, the plaintiff maintains that because the Twin Drive-In has two screens (permitting patrons to enter one or the other theatre), and greater buying power, that the distributors are using this power for bidding as one theatre, but that for other purposes, the two theatres are operated as a separate unit. Thus, the plaintiff contends, the Twin obtains top features in the bidding situation, ahead of the Meadow Glen. The Meadow Glen is unable to secure an adequate supply of films and has been compelled to pay excessive and unreasonable prices in order to get good pictures, it is stated. It charges the Twin of entering into unlawful combination and conspiracy with the distributors in restraining the Meadow Glen from exhibiting films within a reasonable time after the national territorial release date "in an attempt to minimize, suppress and destroy competition."

'Grievous Injury' Claimed

The complaint also charges that the distributors instituted competitive bidding allowing the Twin to bid as a single unit against the Meadow Glen. For these reasons, the Meadow Glen has suffered grievous injury, irreparable damage and loss of patronage, the suit alleges.

The Medford Twin Drive-In was built in 1956 as New England's first and only twin open-airer, with a car capacity of 900 cars on each side. The general manager is Harry Browing, while the theatre is operated and booked by Lloyd Clark and Winthrop Knox, Jr., both of Malden.

Taken by Rifkin in 1955

With a car capacity of 1,400, the Meadow Glen Drive-In was taken over in 1955 by Rifkin Theatres of Boston with Paul Kessler as general manager. The two theatres are situated less than two miles apart.

The suit was filed through the offices of George S. Ryan and W. Bradley Ryan, Boston attorneys.

Budd Boetticher Signed

HOLLYWOOD, July 14. – Budd Boetticher was signed today to a contract by Jack L. Warner and immediately assigned to direct "The Life and Death of Legs Diamond," which Milton Sperling will produce as a United States Picture for Warner Brothers. Philip Yordan is now writing the screenplay about the gangster.

'Pennies', 'Last Train' Doing Big Business

Paramount Pictures yesterday reported outstanding business for two of its current releases, "Last Train From Gun Hill" and "The Five Pennies."

"Last Train," in its initial engagements in the Midwest, was said to be turning in grosses comparable to "Gunfight at the O.K. Corral," which Paramount released several seasons back. In its first four days at the Palm State, Detroit, the new Hal Wallis western grossed $16,053, while the first four days at the Paramount, Kansas City, yielded $5,821. In first week engagements, the Kirk Douglas-Anthony Quinn starrer grossed $8,800 at the Orpheum, Minneapolis; $6,000 at the Orpheum, St. Paul, and $7,500 at the Omaha, Omaha.

Popularity Builds in Hub

Early engagement second and third week business that is topping grosses of previous weeks has been reported for "The Five Pennies." At the Metropolitan, Boston, the film grossed $9,000 in third week, topping the second week figure. In Cincinnati, the Valley theatre registered $6,140 for the first four days of the second week. The Esquire, Chicago, took $10,477 in the first three days of the third week, and the Imperial, Toronto, produced $10,734 for the first four days of the second week. The Danny Kaye starrer grossed $13,161 in the first five days of its run at the Ontario theatre, Washington, D.C.

S-W Seeking New Pennsylvania Theatre

From THE DAILY Bureau

WASHINGTON, July 14.—Stanley-Warner Theatres will shortly ask the New York Federal Court for permission to lease and operate a new theatre in a suburb just north of Philadelphia.

Justice Department officials said they expected the request to be filed shortly, and a court hearing date set. The theatre, a 1,300-seat indoor theatre, would be built at Cheltenham Township, just north of Philadelphia, in a new "Cheltenham Center" commercial development.

Broidy Rites

(*Cont'nued from page* 1)

side Memorial Park, Los Angeles. The family requests donations to Cedars of Lebanon Hospital Clinic here in lieu of flowers.

Broidy, 44, died here today following a long illness. A native of Chelsea, Mass., he had been in Hollywood since 1946. In addition to producing pictures for Allied Artists release, Broidy had been active in television production.

Survivors, in addition to Steve Broidy, include the deceased's widow, Frances, and three children. Also surviving are his father, Julius Broidy, and a sister, Mrs. Edward Sabin.

THE BIG ONES...
are advertised in LIFE
Joseph E. Levine Presents
"HERCULES"
A Warner Bros. Release
... in LIFE's July 20th Issue
LIFE THE BIG ONE IN MOVIE SELLING

National Pre-Selling

ALFRED HITCHCOCK's MGM film "North by Northwest," is pictorially reviewed in the July 13 issue of "Life." The film is scheduled as the next picture at Radio City Music Hall.

The film opens at the Plaza Hotel in New York, rushes through the Midwest and ends up under George Washington's chin on Mount Rushmore Memorial in South Dakota. Through all that startling scenery Cary Grant runs like mad from a murderous band of international spies headed by James Mason while Eva Marie Saint sometimes helps him but more often tries to polish him off. The result is a satisfying mixture of chilling suspense and nervous giggles which is the essence of Hitchcock's art, as the director himself explains in an interview appearing in the same issue.

•

Jacques Kapralik is preparing a caricature of the stars in Paramount's "But Not For Me," which will appear on the front cover of "Pictorial Review's" September 20 issue. Starred in this Seaton-Perlberg production are Clark Gable, Lilli Palmer, Lee J. Cobb and Carroll Baker.

•

Richard Marek in the July issue of "McCall's" gives "Porgy and Bess," the Gershwin folk opera in Todd-AO, a top flight rating. He says "it is a magnificent motion picture." He is genuinely impressed with the acting of Sidney Poitier, Dorothy Dandridge and Sammy Davis, Jr. but thinks it is the music that carries the picture.

•

Dick Clark, who will be starred in Columbia's "Harrison High," was interviewed by five special teen-age reporters for the July issue of "Seventeen." In answering the rapid-fire questions on beauty he told them "the most popular girl in high school was below average in looks. Her popularity secret was that she really likes people."

•

The lead story in the July 11 issue of "The Saturday Evening Post" is a profile on Susan Hayward written by Dean Jennings. She was the "Post's" cover girl on October 7, 1939. This cover is reproduced in addition to a scene from "I Want To Live."

•

According to Ruth Harbert in the July issue of "Good Housekeeping," "The Nun's Story" is a thought-provoking picture. "Surprisingly enough, it is also a suspenseful one. You'll be on the edge of your seat, as incident by incident, a devout and intelligent young woman is impelled toward a tremendous decision. An absorbing experience."

WALTER HAAS

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

WATCH for some sensational new TV developments and GACtivity in the near future. This agency has already set up plans to quadruple its space at its Wilshire Boulevard offices in Los Angeles and likewise has completed plans for the immediate production of 40 pilots, utilizing the talents of numerous top-flight artists, producers, directors and technicians. . . . Berni Woods' new sensational Tempos, whose Climax waxing of "See You In September" is already high on the lists, has been signed to appear August 8 on the "Dick ABClark Show." . . . We admit that prior to our jaunt across the country recently we didn't find occasion (with the exception of listening to the debut) to tune in to "Network Time," NBCo-Hosted by Don Russell and Frank Blair. However, while driving to and from California, we heard the program several times and with the array of big name guests, plus the showmanship and respective deliveries of Don and Frank, we could easily picture this entertaining two hours of radio being even more successful as a simulcast. . . . Wes Bryan, a friend of Elvis Presley and loaded with talent (his latest effort on Clock Label, "I'm So Blue," is climbing in sales) has caught the eyes and ears of 20th Century-Fox execs. . . . Bess Myerson, femcee on "The Big Payoff" and newest regular on the "I've Got A CBSecret" show, will start another network radio program in September, "The Ladies, Bless Them," which will feature events in the lives of famous ladies of the past and present. . . . After 17 years with WGAR, Hal Morgan has moved to Orlando, Fla. where he's joined the staff at WABR. . . .

☆ ☆ ☆

Irv Lichtenstein, who moved over from NTA where he was director of merchandising and licensing to WNTA as station manager, has already started things humming there. Irv was formerly an exec with ABC and prior to that was with WWDC, Wash., D.C., where he was responsible for many awards for broadcasting and sales. Sez Irv, "in my mind the letters NTA stand for 'never topped anywhere'." . . . Hap Kaufman, writer-producer at KGO, San Francisco for the past 14 years, is the discoverer and original mentor of the King Cole Trio. . . . Edna Robinson's "Trouble With The Truth" has been set as a CBSpecial for the Fall with warbler Merv Griffin as the star. . . . Ertha Kitt will guestrill on the "Ed CBSullivan Show" July 26. . . . MGM-TV's Syndicated and Feature Films Sales will launch a two-day meeting tomorrow with a cocktail party at Sardi's West this afternoon. . . . Vice President Richard Nixon, who leaves for a visit to Russia July 22, will appear as narrator of a special film to be NBChannelled soon after his return. . . . Tom Lambert, whose radio career in his native Wisconsin reads like an Horatio Alger, Jr. story, has just been upped to program director at WISN, Milwaukee. He'll continue his daily broadcasts in addition to his new duties, inasmuch as Tom is one of the most popular personalities in town. . . .

Irv Lichtenstein

CBS Sees 25% Gain In '59 Foreign Sales

CBS Films, Inc., expects to write 25 per cent more business in the foreign market in 1959 than it did last year, it was announced by Ralph M. Baruch, director of international sales for CBS Films. Baruch, just back from an extensive business tour of Europe reported the sale of "Rawhide" and renewals of "Whirlybirds" and "Small World" in England; sales of "Rendezvous" in Sweden, Norway and Denmark; and the sale of "Twentieth Century," "I Love Lucy" and "Perry Mason" in Italy.

He also announced that "Rendezvous" and "Perry Mason" have recently been sold to Japan. "I Love Lucy" has been renewed there.

Trans-Lux Sets 4 Deals For Britannica Library

Station KCOP-TV, Los Angeles, has just acquired the Encyclopaedia Britannica Film Library, it was announced by Richard Carlton, vice-president in charge of sales of Trans-Lux Television Corp., syndicator of the film package. Purchase of the film catalog was negotiated by KCOP general manager Al Flanagan and program director Mary Warren with Trans-Lux's western division manager, Murray Oken.

Three other TV stations have renewed long-term contracts for use of the EB Library package, according to Carlton. They are WISN, Milwaukee; KING, Seattle, and KGW, Portland, Ore.

Winners of TV Grant Announced by CBS

Three women and two men h won the first television writing gra in-aid of $5,000 each awarded by CBS Television Network, Louis Cowan, president of the Network, nounced yesterday. Cowan said the five winners, chosen by the se tion committee from several thous applicants, were:

Eve Merriam, New York, aut and poet, whose proposed televis writing project is a series of po dramas;

Brock Brower, Chapel Hill, N. editor of the *University of No Carolina Press*, whose proposed t vision writing projects include fant comedies and dramatic scripts Playhouse 90;

Ellen Currie, New York, an adv tising copy writer for Hockaday sociates, and short story writer, wh proposed television writing project a program series of magazine form

John Pfeiffer, New Hope, Pa., ence writer and editor, who has p posed a television series of scient programs on the evolution of matt life and man; and

Helene Hanff, New York, pl wright and opera librettist, whose p posed television writing project "The Autobiography of America," series of plays and discussions deali with great issues of American histo

Cowan Appointed Committee

The winners were chosen by an dependent selection committee pointed after Cowan announced t CBS Television Network Writi Grants-in-Aid in a speech to t American Association of School A ministrators in Atlantic City in Fe ruary. The selection committee co sisted of Robert Alan Aurthur, not television dramatist; Erik Barnou associate professor of dramatic arts Columbia University and past natio al chairman of The Writers Guild America; and Richard I. Lewine, rector of special programs of the CB Television Network.

Jack Benny to Star In Hour-Long Specials

Jack Benny will star in three hou long comedy specials to be presente on the CBS Television Network du ing the 1959-60 season under th sponsorship of the Greyhound Bu Corporation and the Benrus Watc Company. This was announced h William H. Hylan, CBS Televisio network vice-president in charge sales administration.

Danny Thomas will guest star o Benny's initial special, which will b presented Saturday, Nov. 7 (7:30-8:3 P.M., EST). Thomas' own week series, "The Danny Thomas Show returns to the network following summer hiatus on Oct. 5.

All three Jack Benny specials wi feature comedy, music and guest star as did Benny's two specials last seaso Sam Perrin, George Balzer, Al Gordo and Hal Goldman will write the up coming three specials.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 11 NEW YORK, U.S.A., THURSDAY, JULY 16, 1959 TEN CENTS

Heineman Report

UA Two-Week Billings Called Highest Ever

Domestic Total $5,374,619 For Period Ending July 11

United Artists' domestic gross billings of $5,374,619, for the two-week period ending Saturday, July 11, established the all-time high for two consecutive weeks by a major film company in the history of the motion picture industry, William J. Heineman, UA vice-president in charge of distribution, said yesterday.

The figure included domestic gross billings for the week ended July 4, which Heineman previously had reported as the largest for a single week in the 40-year history of UA.

Heineman noted also that the total number of bookings for the two weeks, designated "United Artists Weeks," was the largest in UA history for any two-week period.

Announcing the record totals of billings for the two consecutive weeks, the UA sales chief declared:

(*Continued on page 2*)

UA Paying Off Part Of Notes Due Circuits

From THE DAILY Bureau

WASHINGTON, July 15. — United Artists Corp. is using about $3,000,000 of the net cash proceeds of its recently concluded $10,000,000 loan from the Prudential Insurance Company of America and the Puritan Fund, Inc. of Boston to pay off promissory notes held by theatre circuits which loaned the company funds for the financing of independent produc-

(*Continued on page 2*)

Loew's Wins Judgment In Television Suit

A summary judgment for $813,570 was granted Loew's, Inc., yesterday by New York Supreme Court Justice Henry Epstein in the company's suit for breach of contract against Radio Hawaii, Inc., Gotham Broadcasting Corp., and Founders Corp. The de-

(*Continued on page 7*)

Ga. Theatre Pledges No 'Obscene' Films But Council Sets Up Censor Board Anyhow

Special to THE DAILY

ALPHARETTA, Ga., July 13—The city council here has passed an ordinance creating a committee to censor motion pictures. Action was taken in spite of the pledge of local theatre management not to show "obscene" films.

Acknowledging the promise of cooperation, Mayor William Spence said nonetheless that the law was necessary in case it ever became necessary to enforce it. The censorship committee will be named in a few days.

The ordinance provides that it shall be "unlawful for any theatre to exhibit an obscene or vulgar picture." It also provides that it is unlawful "for any theatre to refuse to allow the committee to review any picture suspected of being vulgar or obscene" and further "that it shall be unlawful to exhibit any picture after the committee has declared such picture unfit for showing."

Two Anti-Trust Suits Combined at Knoxville

Special to THE DAILY

KNOXVILLE, Tenn., July 15. — Two $1,000,000 anti-trust damage suits against Wilby-Kincey Service Corp. and the major distributing companies will be brought together in Knoxville Federal Court. A District Court spokesman said some of the defendants are the same and a "pre-trial

(*Continued on page 7*)

'Scapegoat' World Bow In Boston on July 23

M-G-M's "The Scapegoat," starring Alec Guinness and Bette Davis, will have its world premiere at the Saxon Theatre in Boston on July 23, it was announced yesterday by Jack Byrne, M-G-M's vice-president and general sales manager. National release of the film is in August.

M-G-M's field representative, Ed Gallner, is currently in Boston setting the world premiere campaign with Ben Sack, owner of the Saxon, and his staff.

AA to Make 'Streets' As Its Biggest Film

From THE DAILY Bureau

HOLLYWOOD, July 15. — Lana Turner will star in "Streets of Montmartre," it was announced today by Steve Broidy, Allied Artists president. who said the production is scheduled to be the "most elaborate and important" in the company's history, It will be directed by Douglas Sirk, thus reuniting the highly successful star and director team of "Imitation of Life."

The story will be filmed in Paris in color and CinemaScope.

Senate Unit Approves Bill on 'Equal Time'

From THE DAILY Bureau

WASHINGTON, July 15. — The Senate Commerce Committee approved a bill to exempt radio and TV news broadcasts and certain other shows from the "equal time" provisions of the Communications Law.

The action results from a Federal

(*Continued on page 2*)

NFFC Reports Loans to the Industry Totalled £2,005,387 in Fiscal Year

By PETER BURNUP

LONDON, July 15.—Loans approved by the National Film Finance Corp. for the year ended March 31 totalled £2,005,387 ($5,615,083), it is revealed in the annual report of the corporation released today. Of the total sum approved, £1,788,135 ($5,006,768) was actually advanced, this sum including £191,610 for aid to television films.

The report points out that the corporation continues to assist approximately half of the British quota films on the three major circuits and makes a strong plea for the continuance of the statutory levy, which during the year ending October, 1958, produced £3,500,000.

It is emphasized that without the

(*Continued on page 7*)

MPEA Acts

Ratify 3-Year Pact Between U.S. and Italy

Changes by Italians Had Delayed Implementation

The new three-year Italian-American film agreement, which is scheduled to go into effect Sept. 1, was ratified by the board of directors of the Motion Picture Export Association at a meeting here late Tuesday afternoon.

Implementation of the pact, which was signed by MPEA president Eric Johnston and Dr. Eitel Monaco, president of ANICA last January, had been held up by changes in the Italian government.

Under the agreement, seven companies, including United Artists, will receive 185 permits annually and, in addition, Allied Artists will have 17 annually. This total of 202 permits for eight companies compares with

(*Continued on page 7*)

Rackmil to Speak at 'U' Sales Meet Today

Special to THE DAILY

CHICAGO, July 15. — The three-day Universal Pictures Company sales executives conference got underway at the Universal offices here today to map distribution and promotion plans for the next six months with Henry

(*Continued on page 2*)

Only Twelve Drive-Ins Seek Loans from SBA

From THE DAILY Bureau

WASHINGTON, July 15. — Only 12 drive-in theatres have applied for Small Business Administration loans since drive-ins became eligible Jan. 1, S.B.A. figures revealed.

What's more, none of them had its loan application approved. So far, S.B.A. has okayed loans only for indoor theatres. Officials said they had no information available here as to the size of the loan applications or the reasons for their rejection.

PERSONAL MENTION

ERIC JOHNSTON, president of the Motion Picture Association of America, left New York yesterday for Spokane, Wash. He will return here next week.

•

ILYA LOPERT, president of Lopert Films, and MRS. LOPERT will leave here today aboard the "United States" for Europe.

•

LEONARD GRUENBERG, general manager of NTA Pictures, will leave New York today for the Coast.

•

JOHN MILLS, British actor, arrived in New York from London yesterday via B.O.A.C.

•

JAY RICHARD HARRIS, son of HARRY A. HARRIS, of Harris Theatres here, will be married in the autumn to SANDRA SORSBY.

Coast Lease Signed for National Theatres Bldg.

From THE DAILY Bureau

LOS ANGELES, July 15. — Negotiations were completed yesterday for a long-term lease between National Theatres, Inc., and S. Jon Kreedman and Co., Beverly Hills developer-builders. The lease, representing an aggregate rental in excess of $3,500,000, is for new main headquarters of National Theatres, Inc., and its several subsidiaries and is located at 9570 Wilshire Blvd., Beverly Hills. Completion is scheduled for Oct. 1.

The four - story - and - penthouse structure will be known as National Theatres Building, Inc. NT will lease the entire building, excluding the ground floor.

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For racing, Monmouth; for resting, the Berkeley!
Mid-week or week-end, it's always a good time to come to
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S.C. Theatres to Open on Sunday Despite Vote Backing 'Blue Laws'

Special to THE DAILY

SPARTANBURG, S. C., July 15.—The State Theatre, one of the larger film operations in this city, will open for business on Sunday in spite of the defeat by voters yesterday of proposals to ease the "blue laws." Other theatre managements here are expected to follow suit.

In a special "advisory" referendum yesterday, which is not binding on the legislature, Spartanburg County voters defeated three proposals to relax the "blue laws" which prohibit most commercial and entertainment activities on Sundays. The vote against films and other recreation after church was 6,798, to 5,112. The vote against repealing the law prohibiting public sports, etc. on the Sabbath was 7,234 to 4,660. The vote against repealing the law prohibiting tradesmen and others from working on Sunday was 7,355 to 4,380.

City residents voted generally to allow Sunday amusements and repeal the "blue laws" but the rural areas turned the tide against this.

In spite of the outcome of the referendum, circuit court solicitor Allen Lambright said today the situation is still not clear. He added that he probably would meet soon with city and county attorneys, Sheriff Brockman and other officials to determine a course of action.

Meanwhile some informed observers here commented that the vote in favor of strict enforcement is "merely the beginning" of "blue law" difficulties.

U. A. Billings

(*Continued from page* 1)

"The domestic gross billings are the largest ever registered by a film company over a similar period. These totals reflect the tremendous grossing ability of current company releases and attest to our continuing pattern of growth and expansion."

U.A. Paying Off Part

(*Continued from page* 1)

tion, it is revealed in papers filed with the Securities & Exchange Commission here.

On June 19, UA exercised its right to prepay the following notes: $1,000,000 to RKO Theatres; $150,000 to the Interstate Circuit; $150,000 to Balaban & Katz; $125,000 to Florida State Theatres, and $75,000 to Paramount Gulf Theatres. This represents $2,050,269.40 in principal and accrued interest, and includes accrued interest on a $2,000,000 note held by Loew's Theatres Clearing Corp.

Also on June 19, for purposes of providing funds for additional motion pictures to be made by independents for distribution by the company, UA issued to Loew's Theatres Clearing Corp. a promissory note in the principal amount of $1,000,000, maturing October 3, 1960. This note is one of two issued by UA for the $2,000,000 Loew's promissory note mentioned above. The other note issued in this transaction is a short-term note, which UA is not required to report to the SEC.

As of June 30, according to the SEC statement, UA had outstanding, in addition to the new $1,000,000 promissory note from Loew's, another promissory note, dated May 7, 1958, from RKO Theatres in the amount of $1,000,000.

UA told the SEC that the remainder of the Prudential-Puritan loan will be used to increase cash balances and to add to general funds to provide additional working capital for producer and production advances in connection with the financing of pictures and to further diversification.

Budd Services Today

Funeral services for Ralph W. Budd, 74, former personnel manager in the East for Warner Brothers, will be held today at Vander Plaat Funeral Home, Wyckoff, N. J., at 3. P.M. Interment will follow at Wyckoff Reformed Church Cemetery.

'Beach' Premiere Plans Told to Foreign Press

From THE DAILY Bureau

HOLLYWOOD, July 15. — The plan for simultaneous global premieres of "On The Beach," was outlined to foreign press correspondents by producer-director Stanley Kramer at a luncheon here today. The United Artists release will premiere in 25 cities on six continents on the same night, December 17, 1959.

Donna Anderson, 19-year-old actress who has been under contract to Kramer for four years before making her bow in "On The Beach," attended the luncheon. Another special guest was Maurice Bergman, newly-appointed supervisor of the global premiere unit.

Columbia Denver Office Under Jules Needleman

Special to THE DAILY

DENVER, July 15.—R. C. "Bob" Hill, veteran branch manager for Columbia Pictures here, is retiring because of ill health. He will be succeeded by Jules Needleman, who has been a salesman for the company in Los Angeles.

'U' Sales Meet

(*Continued from page* 1)

H. Martin, general sales manager presiding.

Milton R. Rackmil, president o Universal, is scheduled to addres the meeting tomorrow. Produce Ross Hunter is also scheduled to tall tomorrow and screen the first roug print of "Pillow Talk." Kirk Douglas Doris Day and Cary Grant, whos independent productions "Spartacus," "Pillow Talk" and "Operation Petti coat" are involved in the meetings will address the meeting by tele phone.

Attending from New York beside Martin are F. J. A. McCarthy, assistan general sales manager and James J Jordan, circuit sales manager. Re gional sales managers participatin are Joseph B. Rosen, Barney Rose, P F. Rosian and R. N. Wilkinson Charles Simonelli, Eastern advertis ing and publicity department man ager and Jeff Livingston, Easter advertising manager, are represent ing the advertising and publicity de partment.

Senate Unit Approves

(*Continued from page* 1)

Communications Commission actio early this year declaring that a TV news clip showing one candidate re quired equal time for all other can didates. Broadcasters have warne that unless the ruling is overturned political news coverage next year wil vanish.

The bill approved by the Senat committee would exempt from the "equal time" requirement any news casts, news interviews, news docu mentaries, on-the-spot coverage o news events, or panel discussions. I declares the intent of Congress t reexamine the matter within three years, and orders the F.C.C. to sub mit annual reports on the way the law is working.

A House Commerce Committee Subcommittee has approved a bill confined to newscasts, interviews, and on-the-spot coverage.

'Porgy' Benefit Bow In L.A. Nets $80,000

From THE DAILY Bureau

LOS ANGELES, July 15.—"Porgy and Bess" opened tonight at the Carthay Circle Theatre to a distinguished celebrity turnout. The West Coast premiere of the Samuel Goldwyn film, a benefit for Cedars of Lebanon Hospital, was a complete sellout over a week in advance of the opening. The benefit performance produced over $80,000 for free bed care at the Cedars of Lebanon Hospital.

Following the premiere, an elaborate patry wa sheld at the Beverly Hilton.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

bold drama! boxoffice dynamite!

the next reason why
the hottest story in the
industry today is
the 20th-Fox success story!

blue denim

THE MOTION PICTURE WHICH TALKS "HEART TO HEART"
WITH YOUNG AMERICA IS BOUND TO BECOME THE
MOST TALKED-UP ATTRACTION OF THE YEAR!

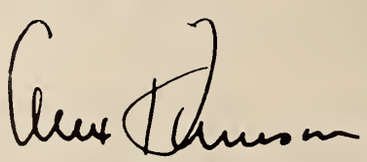
A MESSAGE TO SHOWMEN FROM 20TH CENTURY-FOX ABOUT blue

Within the next week or ten days we will proudly make available prints of BLUE DENIM for screenings. This is a picture that *must* be seen before any bookings are made or exploitation and publicity campaigns are planned, because it is a far cry from the usual run of pictures. It is strong entertainment with something important to say, ingredients which guarantee it real attention from today's public which demands those very things.

Here is a motion picture that should be seen by every man, woman and teenager in the U.S.

The men who made it, Mr. Charles Brackett, distinguished producer and past President of the Motion Picture Academy of Arts and Sciences, and Mr. Philip Dunne, noted director and screenwriter, believe that the screen can be candid and provocative about a subject which affects millions of young Americans and their families in our present society.

I think you will share my pride in being associated with the release of BLUE DENIM.



ALEX HARRISON
General Sales Manager

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denim

20th Century-Fox *presents*

blue denim

starring CAROL LYNLEY
BRANDON de WILDE
MACDONALD CAREY
MARSHA HUNT

Produced by CHARLES BRACKETT Directed by PHILIP DUNNE
Screenplay by EDITH SOMMER and PHILIP DUNNE

CINEMASCOPE

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THE 20TH-FOX SUCCESS STORY!

THE PLAN TO PROMOTE blue denim NATIONAL IN CONCEPT, LOCAL IN PENETRATION

the hottest story in the industry today is the 20th-Fox success story!

CAMPAIGN YOUTH-TESTED, YOUTH-APPROVED

by the councils of leading national youth organizations

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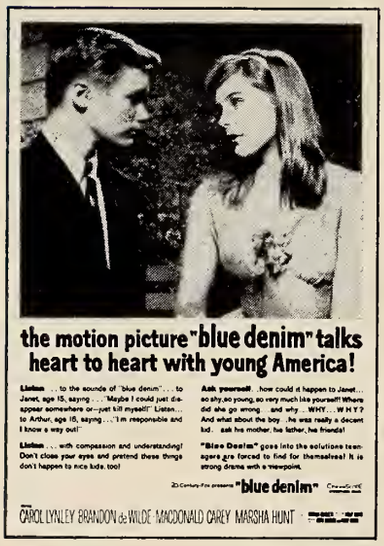


in publications with a readership market of 122 million

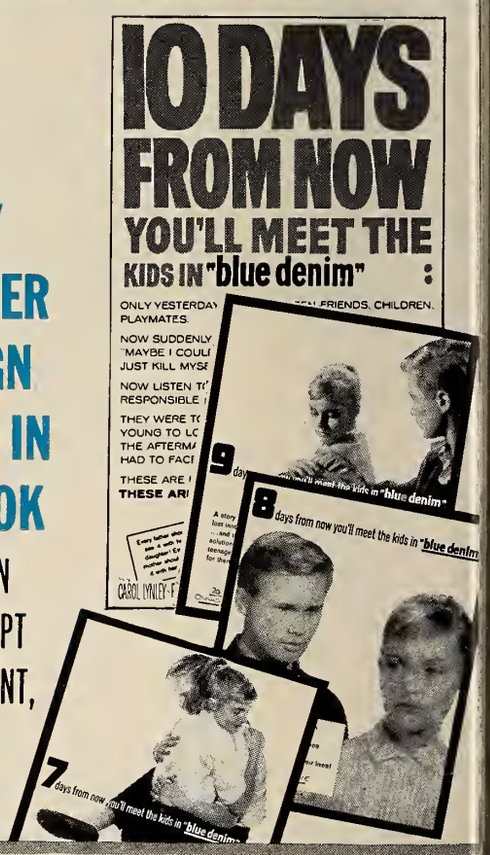
JOAN CRAWFORD

PRE-SELLS "BLUE DENIM" IN THEATRE TRAILER

from National Screen Service

10-DAY NEWSPAPER CAMPAIGN DETAILED IN PRESSBOOK

SHOWS YOU AN ORIGINAL CONCEPT OF ANNOUNCEMENT, TEASER AND DISPLAY ADS



UNIQUE CAROL LYNLEY TRAILER FREE FROM 20th!

in which a star-building subject has won the acclaim of showmen everywhere! Use in advance! (Narration by Robert Wagner)

NATIONWIDE "BLUE DENIM" FORUMS

generating big interest among editors, writers, educators, religious leaders, medical men

RADIO AND TV SPOTS STAR JOAN CRAWFORD

who launches *Blue Denim* provocatively and impressively in materials available free from 20th!

CAROL LYNLEY ON TOUR

influencing press, radio and TV opinion-makers in hundreds of areas throughout the country

MORE, MORE! MORE!

NOTED COMMENTATOR
ARNOLD MICHAELIS
has recorded
SPECIAL PROMOTION RECORD
or radio stations
ationally...
eaturing conversations
with leaders in
ducation, psychiatry,
eligion, medicine,
ocial agencies

U.S. and Italy

(*Continued from page* 1)

some 220 permits for 10 companies under the expiring agreement.

It is pointed out that the pact recognizes the principle that the American industry is entitled to approximately the same number of import permits overall as has obtained heretofore, despite the defection of individual companies such as RKO and Republic.

Other highlights of the agreement are: allocation of permits by MPEA, with notification by Aug. 1 preceding the film year, with the right to adjust the allocation up to Aug. I of the film year. The agreement calls for an official rate remittance of $7,000,000 per year, to be effective as of September 1. In lieu of retroactivity of the pact, the Italian Ministry of Foreign Commerce has granted the special release of $2,700,000.

Ruling on Dubbing Included

The official remittance of amounts equivalent to the dubbing fees is authorized. The permitted usages of the blocked funds are to continue as in the past except for certain detailed improvements of an adminstrative nature. Each film entered officially in the Venice Film Festival will be permitted an official remittance of the first $50,000 earned by the film.

An additional import permit will be granted under the agreement for each Italian film financed or distributed by a member company. The agreement also provides that certain issues of the dubbing certificates which American companies now have and will accumulate will be sold to Italian financial institutions at 25 per cent of the face amount of the certificate at maturity.

Loew's Wins

(*Continued from page* 1)

fendants were the sole stockholders of KTVR, Inc., Colorado Corp., which contracted for exhibition of the M-G-M film library for a period of seven years in 1956.

Judge Epstein refused to take under consideration such charges by the defendants as blockbooking and anti-trust violations. As a result, KTVR has filed a separate suit against Loew's.

60% of Theatre Owners Now Members of TOA

Over 60 per cent of all theatre owners in the nation are now members of the Theatre Owners of America, George G. Kerasotes, president, disclosed in a special report to TOA's membership. Declaring that TOA experienced its greatest growth in recent history in the fiscal year which ended last June 30, Kerasotes said the 60 per cent total was attained in the last two weeks when two new state units affiliated with TOA.

He said that the action of the Mississippi Theatre Owners Association at its eonvention June 26 in Biloxi, Miss., in joining TOA, and the formation this past Monday in Baltimore of a new Maryland TOA unit, pushed TOA past the 60 per cent figure.

In addition, he told the membership, dues payments in the fiscal year were 22 per cent ahead of the 1957-58 fiscal period—a percentage gain also unprecedented in TOA's recent history.

Two Anti-Trust Suits

(*Continued from page* 1)

conference" will be held on both lawsuits Aug. 17. Observers believe some form of consent decree may be agreed upon to prevent drawn-out litigation.

Yesterday the lawsuit which Taylor Bros. Theatres, Kingsport, Tenn., brought against King Sul Theatres, Inc., Wilby-Kincey Service Corp. and major film distributing companies was moved to Knoxville. It had been filed in district court at Greeneville, Tenn., on May 28, 1958.

Moving this case was prompted, eourt officials said, because of the similar suit brought by New Amusement Corp., operators of the Pike and Tower Theatres here against some of the same defendants. Each suit asks $I,000,000 in damages under the triple-damage clause of the anti-trust laws. Intervention by some independents and others looms should the case go to prolonged litigation. Pre-trial conferences will determine if consent decree action is possible and acceptable.

Taylor Bros. operates the Taylor, Fox and Taylor Drive-In Theatres in Kingsport. King-Sul, a defendant, runs Kingsport's Strand and Rialto Theatres. Wilby-Kincey is a subsidiary of ABC-Paramount Theatres, Inc.

PEOPLE

Jerome J. Wallner, Jaeob M. Usadi and **Gerald F. Phillips** have been admitted to membership in the law firm of Phillips, Nizer, Benjamin, Krim & Ballon.

□

Crieket Kendall, formerly assistant to **Mary Baker** of Jaffe Agency, Hollywood, and more recently with Famous Artists there, has joined the New York staff of Highroad Productions as aide to vice-president **Irving Rubine.**

□

Arthur "Jaek" Wodell, Jr., managing director of the Paramount Theatre, Denver, is resigning. He will be succeeded by **Ralph Roe,** formerly with Fox Intermountain Theatres as city manager.

NFFC Reports

(*Continued from page* 1)

statutory levy British production would probably prove unprofitable.

The annual statement of the corporation discloses that at the end of its tenth year its operation net loss totals £3,939,803, but clarifies this situation with the reminder that of this figure £2,500,000 was due directly to losses on the original British Lion activities.

The hope is expressed that losses can be avoided in the future, and if that is impossible, that Parliament be asked for a larger fund or that activities of the corporation be curtailed, leaving industry organizations to find their financing elsewhere.

Distributors are urged to adopt the so-called *pari passu* method in making advances to producers, a method which seeks to ensure that distributors assume a portion of the loss on a film which proves to be a commercial failure.

The report urges individuals take production risks and to back their judgment with their own money.

In conclusion the document emphasizes that "the funds at the corporation's disposal are not unlimited. The corporation must now limit future lending to the amount of its anticipated receipts by way of repayments and profits."

Movie Cover PAPERBACK BOOK EDITION of BLUE DENIM

NOW ON STANDS

BIG MUSIC PROMOTION
of title song with
DICK CARUSO
on MGM Records

ARTHUR GODFREY
TV AND RADIO SHOWS
feature CBS NETWORK DISCUSSIONS between
BRANDON de WILDE
AND
SAM LEVENSON (TELEVISION)
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WHO WAS THAT LADY?

TONY CURTIS
knows!
DEAN MARTIN
knows!
JANET LEIGH
doesn't know!

GEORGE SIDNEY and NORMAN KRASNA know because they just happen to be making it*

*the funniest fun of the year for

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 12 NEW YORK, U.S.A., FRIDAY, JULY 17, 1959 TEN CENTS

Balaban Speaks

Sees Excellent Gross Outlook For Paramount

Gives Optimistic Report to U.S.-Canadian Meet Here

Excellent grossing prospects for Paramount Pictures during the second half of 1959 were predicted by Barney Balaban, president, and other company executives yesterday at the opening session of a meeting here of Paramount U. S. and Canadian distribution heads.

Barney Balaban

The meeting, scheduled to continue through today, is the first of its kind to be held following the announcement that the management services of Paramount Film Distributing would be utilized to a greater extent than previously in connection with the distribution

(*Continued on page 2*)

MGM's 'Thin Man' To TV Syndication

"The Thin Man" television series, starring Peter Lawford and Phyllis Kirk, which was presented for two years over the NBC Network, will be offered for syndication by M-G-M-TV's own sales force. The announcement was made yesterday by George Shupert, vice-president in charge of TV for Metro-Goldwyn-Mayer, coincident with the wind-up of a two day sales meeting here.

Shupert also named Richard A. Harper as director of syndicated and feature sales. For the past three years, Harper has been heading M-G-M-

(*Continued on page 7*)

TELEVISION TODAY—page 7

Exhibitors Call for All-Out, Impartial Enforcement of Carolina 'Blue Laws'

Special to THE DAILY

SPARTANBURG, S. C., July 17.—In a prepared statement issued today, Spartanburg area theatre operators called for all-out enforcement of the "Blue laws," including a section barring most business activity here on the Sabbath. Action came on the heels of Tuesday's referendum in which the county voted against repeal of the "blue laws," which prohibit Sunday movies, other amusements and business activities.

Counsel for the theatre operators here, Chester D. Ward, Jr., and Sam R. Watt, took the position that refer-

(*Continued on page 7*)

Ask Repeal of Local Ban on Sunday Films

Special to THE DAILY

ANDERSON, S. C., July 16.—City Council here has delayed action for two weeks on a request by theatre owners inside the city limits that a city ordinance specifically banning Sunday movies be repealed. Attorney

(*Continued on page 7*)

Justin Named Assistant To Karp at Paramount

From THE DAILY Bureau

HOLLYWOOD, July 16. — Sidney Justin, who has been with Paramount's legal department since 1930, yesterday was named executive assistant to Jack Karp, recently made

(*Continued on page 7*)

Continue Screenings Of Soviet Pictures

The Motion Picture Export Association committee appointed to supervise distribution arrangements in this country for the seven Soviet films purchased under the film exchange agreement with Russia should complete screenings of the pictures sometime next week, it was learned here yesterday.

No more than five of the seven pictures were screened this week, according to a spokesman for the MPEA

(*Continued on page 8*)

Rosenfield Leaves for European Conferences

Jonas Rosenfield, Jr., Columbia Pictures executive in charge of advertising and publicity, leaves here for London today for conferences with several of Columbia's European-based independent producers. He will coordinate promotion plans on five major releases currently in production abroad or recently-completed. In addition, he will meet with representatives of the special "Porgy and Bess" units to discuss

(*Continued on page 2*)

Entertainment Is the First Law of Survival for Films, Says Montgomery

Everyone engaged in the art of making and selling motion pictures must make a realistic appraisal of his efforts before he can meet the problems of attracting audiences, Robert Montgomery states in an interview published in this week's *Motion Picture Herald* out today.

Montgomery, reactivating his interest in motion pictures with the formation of a producing company partnered with James Cagney, took time out from his completion of chores on "The Gallant Hours," the Cagney starring vehicle which he directed to express his views concerning the state of the industry.

"The entire industry is affected by what each of us does to reach the public. A dishonest campaign on an important motion picture could inquire business generally for the next 15 or 20 films that come along. We can't treat the public like morons and try to change campaigns to fool them when the first one doesn't work; like changing ads to sell a drama as a comedy.

"The public demands quality. It is no longer attracted to cheapness and sensationalism, and we mustn't try to sell quality where it doesn't exist. To over-sell or over-state your product is an affront not only to the pub-

(*Continued on page 8*)

New Films Slated

Univ. Policy Of Top Films Implemented

Rackmil Tells Sales Meet Transition Period Is Over

Special to THE DAILY

CHICAGO, July 16. — Universal-International is pleased with its new production policy of making high quality top-budget films and plans to continue it during 1960, Milton R. Rackmil, president, said here today in an address at the conference of company sales executives.

Milton Rackmil

"The transition period is behind us," he declared. "We have seen the positive results of our

(*Continued on page 2*)

'Ben-Hur' Booked Into Boyd Theatre, Phila.

Special to THE DAILY

PHILADELPHIA, July 16. — M-G-M's "Ben-Hur" has been booked into Stanley Warner's Boyd Theatre here to open around Thanksgiving Day, it was announced today. A run of more than two years was predicted by Frank J. Damis of Stanley Warner as he signed the contract and exchanged gold pens with William A. Madden, M-G-M's "Ben-Hur" sales representative.

The film will play on a reserved seat basis.

John Huston to Produce Kipling Classic for 'U'

From THE DAILY Bureau

HOLLYWOOD, July 16. — Universal-International has concluded negotiations with John Huston to serve as producer-director of the Rudyard Kipling classic, "The Man Who

(*Continued on page 7*)

PERSONAL MENTION

MAURICE "RED" SILVERSTEIN, vice-president of Loew's International, left here last night for London for a 10-day trip to Europe. He will join SOL C. SIEGEL, vice-president in charge of production for M-G-M, in Paris, London and Rome.

•

PHILIP F. HARLING, Fabian Theatres vice-president, and FRED HAAS, construction engineer for the circuit, were in Albany, N. Y., from here.

•

WILLIAM COETZ and MRS. GEOTZ will arrive here today from Hollywood. They are enroute to Munich.

•

MRS. JAMES GRIBBON has given birth to a girl, CATHERINE BARBARA, at New York Infirmary. Father is a commercial artist well known in the industry.

•

LARRY STARESMORE, general manager of Westland Theatres, Colorado Springs, Colo., has returned there with his family from Europe.

•

ROBERT ALDRICH, producer, has left New York for Rome. He will return to Hollywood on Tuesday.

•

OSCAR DOOB has returned to New York from Hollywood following a week of meetings on plans for the release of "Ben-Hur."

•

SEYMOUR L. MORRIS, Schine Theatre director of publicity and exploitation, became a grandfather with the birth of a son to DR. and MRS. PAUL C. BOOMSLITER, the latter the daughter of MORRIS.

•

RICHARD GORDON, president of Amalgamated Film Productions, arried in New York from London yesterday via B.O.A.C.

MRS. THELMA JOHNSON, Allied Artists secretary in Atlanta, and her husband, DICK JOHNSON, booker for M-G-M, have left for a vacation in Florida.

•

BERNIE JACON, of Distributors Corp. of America, has returned to New York from Atlanta.

•

DIANNE MONSON, daughter of DONALD MONSON, owner of the Ute and Chief theatres in Rifle, Colo., is confined to Children's Hospital, Denver.

•

IKE KATZ, president of Kay Films, Atlanta, has left there for a business trip to Tennessee.

•

WALTER PINSON, president of Astor Pictures, Charlotte, and MELVIN COOK, secretary, have returned there from Atlanta.

•

LINDA BURNETT, booker for United Artists in Atlanta, is hospitalized there following an automobile accident.

•

HAL WALLIS, producer, will leave the Coast at the weekend for New York, and will leave here shortly thereafter for Germany.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
AUDREY HEPBURN
In FRED ZINNEMANN'S Production of
"THE NUN'S STORY"
A WARNER BROS. PICTURE
in TECHNICOLOR®
and GALA NEW STAGE SPECTACLE "BONANZA"

Para. Outlook

(*Continued from page* 1)

and promotion of Paramount pictures in the Dominion by Paramount Film Service Ltd. of Canada.

Sidney Deneau, vice-president of Paramount Film Distributing, under whose direction the management services will be performed, and Gordon Lightstone, general manager of Paramount Film Service Ltd. of Canada, jointly are conducting the two-day meeting.

Canadian branch managers attending are: Mickey Stevenson, Toronto; William Kelly, Calgary; Romeo Goudreau, Montreal; Norman Simpson, St. John; Robert Lightstone, Vancouver, and Syl Gunn, Winnipeg. Winston Barron, Paramount ad-publicity manager for Canada, and Phil O'Neill, Toronto office manager, also are meeting participants.

Paramount home office executives and department heads, in addition to Balaban and Deneau, who are attending include Adolph Zukor, James E. Perkins, Jerry Pickman, Howard Minsky, Hugh Owen, Robert J. Rubin, Martin S. Davis, Joseph Friedman, George Schur, Jack Perley, Fred Leroy, Jack Roper and Martin Schank.

Final 'Hot' Gross at State Here: $679,578

United Artists' "Some Like It Hot" amassed a huge $679,578 total gross for its engagement at the Loew's State Theatre here, it was announced yesterday by William J. Heineman, UA vice-president in charge of distribution, and Eugene D. Picker, president of Loew's Theatres.

The length of run for the Mirisch Company presentation was 15 weeks and three days. It ended its engagement Tuesday night.

Grant, Simonelli And Hunter at 'U' Meeting

Special to THE DAILY

CHICACO, July 16.—Cary Grant, Ross Hunter and Charles Simonelli arrived here tonight from Hollywood to attend the current Universal-International sales executives conference. Grant is meeting informally with the sales executives in order to tell them about "Operation Petticoat," made for U-I by his Granart Productions. Hunter is taking with him a rough cut of "Pillow Talk," which he and Martin Melcher produced, in order to give the sales executives an advance look at the romantic comedy.

Simonelli, U-I's Eastern advertising and publicity department manager, who has just concluded a week of meetings with studio executives, will brief the conference on the company's advertising and promotion plans for "Pillow Talk," "Operation Petticoat" and "Spartacus."

'Anatomy' Is Showing Strong Staying Power

Otto Preminger's "Anatomy of a Murder," which opened to record-breaking business in its first key-city engagements, has shown outstanding staying power in its second weeks, with many dates equalling and surpassing first week grosses, Columbia announced yesterday.

In New York, the second week at the Plaza was off less than $1,000 from the all-time house record of $26,000 established in the opening stanza. At the Criterion, the second week was a big $55,000.

In Detroit, "Anatomy" grossed $24,000 at the United Artists Theatre to equal its initial week. In addition, the opening day of the third week surpassed the opening day of the first two weeks. First-week total at the Woods Theatre in Chicago was $52,000, outgrossing all previous Columbia pictures at that house. At the Trans-Lux in Washington, "Anatomy" broke the all-time house record with a first-week gross of $21,500.

In Boston, the take for the opening seven days at the Gary Theatre was better than $19,000, topping even holiday business there this year. At the Beach Theatre in Atlantic City, the first five days of the second week surpassed the total of the initial seven days.

'Circus' Party Today

The Roxy Theatre will "host" two thousand boys and girls from Protestant, Jewish and Catholic organizations today at 10 A.M. at the first New York showing of "The Big Circus." Felix Adler, noted white-faced circus clown and his wife Amelia, the only woman clown, will welcome the youngsters who will be given balloons and "Big Circus" comic books.

Univ. Polic

(*Continued from page* 1)

retooling, and we look forward the future with continued optim and realistic confidence."

To implement the policy Unive is now in the midst of a number important production deals to sec top literary properties, big stars, rectors and producers, Rackmil s He cited the recent deal conclu with Marlon Brando to star in "" Ugly American"; also the plans star Susan Hayward in "Eleph Hill"; and a deal with Ross Hur to produce a film based on Fan Hurst's "Back Street."

Some as Yet Unannounced

Along with these properties, Ra mil told the sales executives, company will soon announce n productions to star Rock Huds Kirk Douglas, Doris Day, Cary Gra Tony Curtis, and Lana Turner, of whom are presently in some Universal's current box office s cesses and upcoming pictures.

Rackmil predicted that the soon be released "Pillow Talk" and "C eration Petticoat" would match t box offices success of "Imitation Life" which has already been dem strated and that of "This Earth Mine" which gives evidence of t same kind of performance at the b office in its initial engagements. F "Spartacus" he predicted a wor wide boxoffice performance th "should match the industry's gre of all time."

Rosenfield Leaves

(*Continued from page* 1)

plans for the release of the Samu Goldwyn production in England a the Continent.

In London the Columbia executi will visit the sets of Sam Spiege "Suddenly, Last Summer" and Car Reed's "Our Man in Havana" Whi in England he will confer with M J. Frankovich, chairman of Columb Pictures of Great Britain, and Sy Mirkin, the domestic department European publicity coordinator.

Carreras Meeting Scheduled

Rosenfield will also meet wit James and Michael Carreras, exec tives of Hammer Productions, to r port on promotion activities f "Yesterday's Enemy." In Paris, co ferences will be held with produce Stanley Donen and Raoul Levy Donen has just finished producin and directing "Once More, Wit Feeling," and Levy recently com pleted "Babette Goes to War."

Rosenfield will be accompanied b his wife on the trip and will spen three weeks in Europe, part of th time on vacation. In addition to Lon don and Paris, he will visit Florence Venice and Copenhagen.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Holly wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c

A new era in motion pictures has opened!

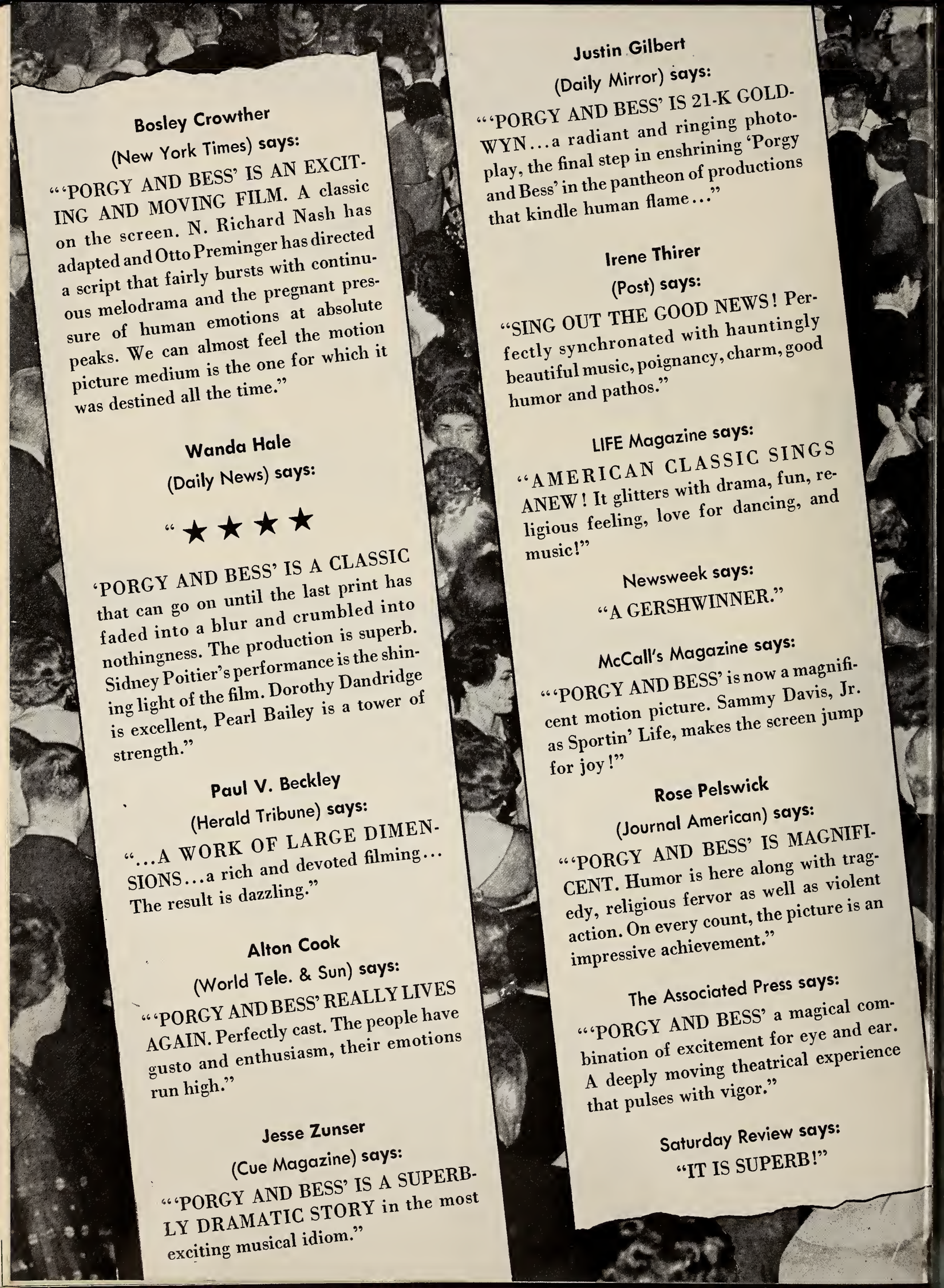
SAMUEL GOLDWYN'S

PORGY and BESS

A NEW ERA IN MOTION PICTURES

TODD-AO-TECHNICOLOR

ALL SEATS RESERVED



Bosley Crowther

(New York Times) says:

"'PORGY AND BESS' IS AN EXCITING AND MOVING FILM. A classic on the screen. N. Richard Nash has adapted and Otto Preminger has directed a script that fairly bursts with continuous melodrama and the pregnant pressure of human emotions at absolute peaks. We can almost feel the motion picture medium is the one for which it was destined all the time."

Wanda Hale

(Daily News) says:

"★★★★

'PORGY AND BESS' IS A CLASSIC that can go on until the last print has faded into a blur and crumbled into nothingness. The production is superb. Sidney Poitier's performance is the shining light of the film. Dorothy Dandridge is excellent, Pearl Bailey is a tower of strength."

Paul V. Beckley

(Herald Tribune) says:

"...A WORK OF LARGE DIMENSIONS...a rich and devoted filming... The result is dazzling."

Alton Cook

(World Tele. & Sun) says:

"'PORGY AND BESS' REALLY LIVES AGAIN. Perfectly cast. The people have gusto and enthusiasm, their emotions run high."

Jesse Zunser

(Cue Magazine) says:

"'PORGY AND BESS' IS A SUPERBLY DRAMATIC STORY in the most exciting musical idiom."

Justin Gilbert

(Daily Mirror) says:

"'PORGY AND BESS' IS 21-K GOLDWYN...a radiant and ringing photoplay, the final step in enshrining 'Porgy and Bess' in the pantheon of productions that kindle human flame..."

Irene Thirer

(Post) says:

"SING OUT THE GOOD NEWS! Perfectly synchronated with hauntingly beautiful music, poignancy, charm, good humor and pathos."

LIFE Magazine says:

"AMERICAN CLASSIC SINGS ANEW! It glitters with drama, fun, religious feeling, love for dancing, and music!"

Newsweek says:

"A GERSHWINNER."

McCall's Magazine says:

"'PORGY AND BESS' is now a magnificent motion picture. Sammy Davis, Jr. as Sportin' Life, makes the screen jump for joy!"

Rose Pelswick

(Journal American) says:

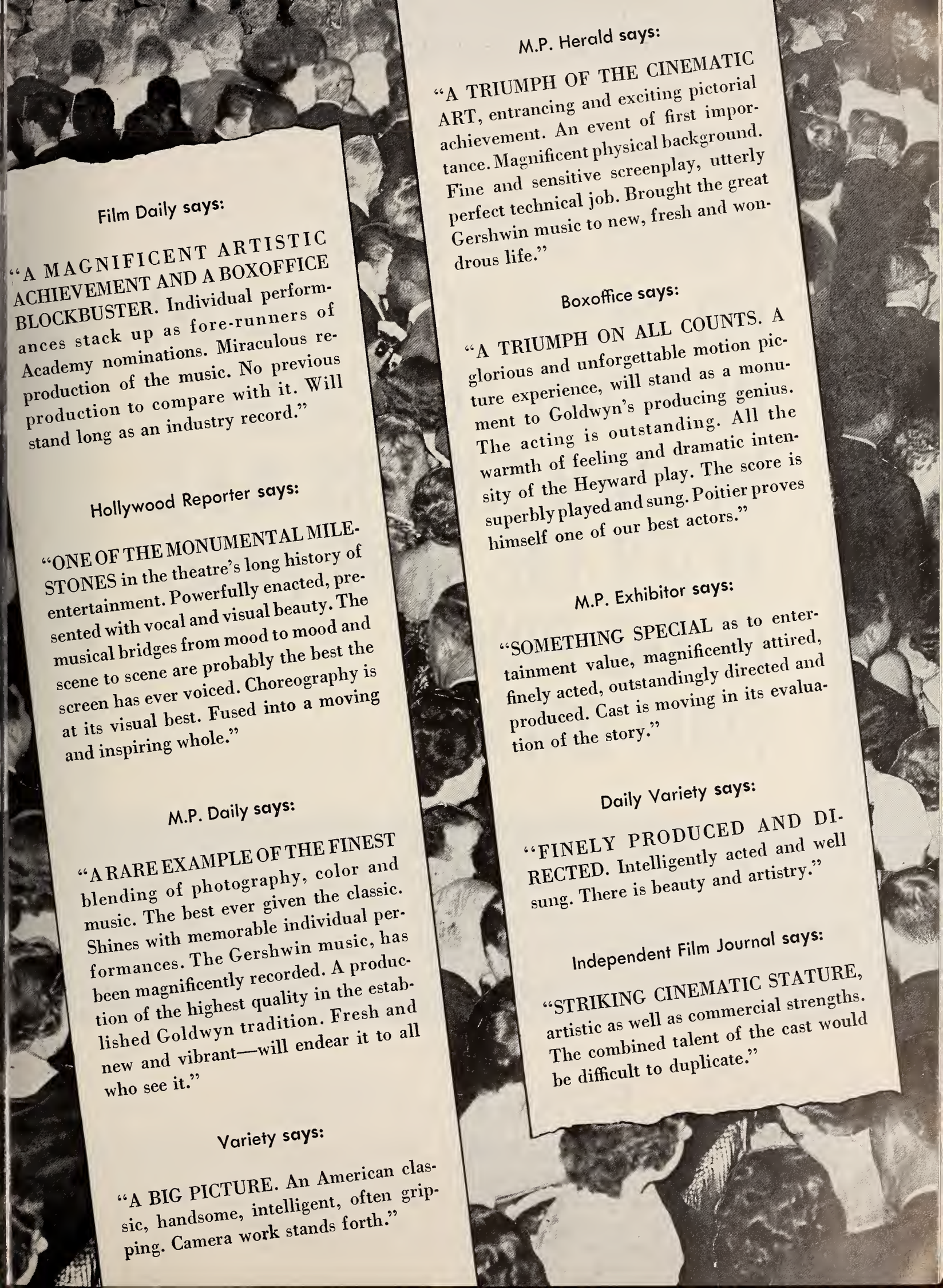
"'PORGY AND BESS' IS MAGNIFICENT. Humor is here along with tragedy, religious fervor as well as violent action. On every count, the picture is an impressive achievement."

The Associated Press says:

"'PORGY AND BESS' a magical combination of excitement for eye and ear. A deeply moving theatrical experience that pulses with vigor."

Saturday Review says:

"IT IS SUPERB!"



Film Daily says:

"A MAGNIFICENT ARTISTIC ACHIEVEMENT AND A BOXOFFICE BLOCKBUSTER. Individual performances stack up as fore-runners of Academy nominations. Miraculous reproduction of the music. No previous production to compare with it. Will stand long as an industry record."

Hollywood Reporter says:

"ONE OF THE MONUMENTAL MILESTONES in the theatre's long history of entertainment. Powerfully enacted, presented with vocal and visual beauty. The musical bridges from mood to mood and scene to scene are probably the best the screen has ever voiced. Choreography is at its visual best. Fused into a moving and inspiring whole."

M.P. Daily says:

"A RARE EXAMPLE OF THE FINEST blending of photography, color and music. The best ever given the classic. Shines with memorable individual performances. The Gershwin music, has been magnificently recorded. A production of the highest quality in the established Goldwyn tradition. Fresh and new and vibrant—will endear it to all who see it."

Variety says:

"A BIG PICTURE. An American classic, handsome, intelligent, often gripping. Camera work stands forth."

M.P. Herald says:

"A TRIUMPH OF THE CINEMATIC ART, entrancing and exciting pictorial achievement. An event of first importance. Magnificent physical background. Fine and sensitive screenplay, utterly perfect technical job. Brought the great Gershwin music to new, fresh and wondrous life."

Boxoffice says:

"A TRIUMPH ON ALL COUNTS. A glorious and unforgettable motion picture experience, will stand as a monument to Goldwyn's producing genius. The acting is outstanding. All the warmth of feeling and dramatic intensity of the Heyward play. The score is superbly played and sung. Poitier proves himself one of our best actors."

M.P. Exhibitor says:

"SOMETHING SPECIAL as to entertainment value, magnificently attired, finely acted, outstandingly directed and produced. Cast is moving in its evaluation of the story."

Daily Variety says:

"FINELY PRODUCED AND DIRECTED. Intelligently acted and well sung. There is beauty and artistry."

Independent Film Journal says:

"STRIKING CINEMATIC STATURE, artistic as well as commercial strengths. The combined talent of the cast would be difficult to duplicate."

Variety says:

"'PORGY AND BESS' HIT ABSOLUTE CAPACITY IN INITIAL FULL WEEK WARNER THEATRE N.Y.C. AFTER THE SAME PACE IN THE PRIOR FOUR DAYS".

NOW PLAYING CARTHAY CIRCLE, LOS ANGELES
OPENS JULY 22nd CORONET, SAN FRANCISCO...McVICKERS, CHICAGO
OPENS AUGUST 6th ASTOR, BOSTON
OPENS AUGUST 12th TIVOLI, TORONTO

SAMUEL GOLDWYN
presents
PORGY and BESS

Co-Starring
SIDNEY POITIER · DOROTHY DANDRIDGE · SAMMY DAVIS, JR. · PEARL BAILEY

Music by GEORGE GERSHWIN • Libretto by DuBOSE HEYWARD
Lyrics by DuBOSE HEYWARD and IRA GERSHWIN (Founded on the play 'Porgy' by DuBOSE and DOROTHY HEYWARD)
Originally produced for the stage by the Theatre Guild • Screenplay by N. RICHARD NASH
Directed by OTTO PREMINGER • Distributed by COLUMBIA PICTURES
Produced In TODD-AO® • TECHNICOLOR® • STEREOPHONIC SOUND

Exhibitors Call

(*Continued from page* 1)

dum results show the public wishes rict enforcement" of the "blue ws" as such.

'If this is done," they declared, ir clients will not open their thea- s on Sunday. However, if this is not ne, we will decide after this Sunday at our future course of action will It all depends on the manner in ich the 'blue laws' are enforced nday."

'Under the blue laws," Ward point- out, "a man who operates a busi- s on the Sabbath would be subject fine of up to $500, and each of his ployes would be subject to fine of "

sk Repeal

(*Continued from page* 1)

gene Haley, representing the thea- owners, asked the city to repeal ordinance which he termed ther far-fetched and discrimina- y," and leave the matter up to state.

The theatres presented petitions to council signed by 2,100 persons. plying to questions by Mayor nes M. Cathcart, Haley said that vies would be shown at 2, 4 and P.M. on Sundays if the city ordi- nee were repealed.

Meanwhile, three drive-in theatres side the city have been opened the past two Sundays. The op- tors are facing charges of "blue " violations.

stin Named

(*Continued from page* 1)

company's vice-president in rge of the studio. In addition to new duties, Justin will continue resident counsel and head of the lio legal department, a post he has d since 1946.

ustin joined the Paramount New k home office staff in 1930 and nsferred to the Coast in 1935. He ceeded Karp as resident counsel en the latter became executive stant to Y. Frank Freeman, who gned recently.

rior to joining Paramount, Justin associated with the legal firm of llips and Nizer.

ve for 55th St.

rrangements have been made for showing of four French films at 55th St. Playhouse here to follow current booking, "Grisbi," which lso French. The upcoming pictures, from United Motion Picture Or- ization are "Le Beau Serge," ung Girls Beware," "Sans Famille" "Speaking of Murder."

'useum' Strong in D.C.

Horrors of the Black Museum" is rted by American International ures to have grossed $11,500 at drive-ins and three conventional tres in Washington, D. C., ex- ling by $5,000 the company's rious highest grosser.

Astaire Stars in New Chrysler Spec on NBC

Fred Astaire will star in an all-new hour-long live musical colorcast on the NBC-TV Network Wednesday, Nov. 4, from nine to 10 P.M., it was announced vesterday by David Levy, vice-president, NBC Television Programs and Talent.

The program will be called "Another Evening with Fred Astaire." Guest stars for the show, which again will be sponsored by the Chrysler Corp., will be announced in the near future.

Fryman and Ziv Sign For Three TV Series

From THE DAILY Bureau

HOLLYWOOD, July 16. — Fred Doff, president of Fryman Enterprises, has concluded a deal with Ziv Television Programs to produce three series in partnership with Ziv.

The first series, "The Mickey Rooney Show," will star Rooney, Fryman's major stockholder. The pilot, scripted by Hal Biller and Austin Kalisch, will roll Nov. 15.

The same writers are scripting "The Lariat Kid," a "teen-age western." Doff will produce "The Mickey Rooney Show" and serve as executive producer of "Lariat."

The third Fryman will make for Ziv is still in the discussion stage.

'Tarzan,' Film and Star, Set Jacksonville Mark

Reports received at Paramount headquarters here state that "Tarzan's Greatest Adventure" has given the Town and Country Theatre, Jacksonville, the biggest single-day gross in the history of the house, $2,143. It was registered opening day, Tuesday, when Gordon Scott, who plays the title role in the Paramount adventure drama based on the Edgar Rice Burroughs writings, visited the theatre.

Business has been exceptionally strong at the theatre ever since the opening, it was stated.

MPPC Gives $557,587 To 21 Coast Charities

From THE DAILY Bureau

HOLLYWOOD, July 16. — The Motion Picture Permanent Charities split up $557,587 among 21 Los Angeles charitable organizations yesterday in the first of two disbursements of funds raised in the film industry's 1959 federated campaign.

Huston to Produce

(*Continued from page* 1)

Would Be King," to be filmed next year for Universal release on location in India.

The Huston production will be one of the most important properties to be made for Universal next year, according to Edward Muhl, U-I vice-president in charge of production, who made the announcement.

Television Today

'The Thin Man'

(*Continued from page* 1)

TV sales effort on its feature films and short subject packages. He will continue to supervise sales in this field as well as concentrate on M-G-M-TVs expansion into syndicated sales.

Harper said the prime purpose of the two day meetings was to formulate over-all syndication sales plans and policies with special emphasis on M-G-M-TV's first offering, "The Thin Man." Shupert declared that "in setting up a syndication sales department, M-G-M-TV has every intention of becoming a leading competitor in this field."

In addition to Shupert and Harper, those addressing the M-G-M-TV syndication sales meeting were Jason Rabinovitz, director of business affairs; Sol Schreiber, operations manager; John B. Burns, director of national sales; Bill Gibbs, director of the commercial and industrial film division; Monroe Mendelsohn, promotion manager, and Al Cohan, of the M-G-M publicity department.

Brodkin, Houseman, Coe to 'Playhouse 90'

Fred Coe, Herbert Brodkin and John Houseman have been signed by the CBS Television Network to produce six "Playhouse 90" dramas apiece during the 1959-60 season. The premiere offering of the series' fourth season, Thursday, Oct. 1, will be produced by Peter Kortner.

The series of 90-minute dramas is completely sponsored for the coming season. "Playhouse 90" will be presented by the American Gas Association, Allstate Insurance and Camel Cigarettes. The program will be seen on alternate Thursdays with the series of Revlon specials.

Budweiser Renews NTA 'U.S. Marshal' Series

Annheuser-Busch, brewers of Budweiser Beer, this week renewed for a second year sponsorship of National Telefilm Associates' "U.S. Marshal," TV film series starring John Bromfield. Present plans call for a considerable expansion in the total market list for the series, which opened in 93 situations in September, 1958.

Filming of the second series of 39 half hour programs will start at the Desilu Studios in Hollywood early in August. Desilu produces the series in association with NTA.

RTES Outing July 30

The Radio & Television Executives Society will hold its first annual outing Thursday, July 30, at the Pelham Country Club, Pelham, N.Y. Reservations are $9 per person, including dinner.

Who's Where

Julian Goodman has been named director of news and public affairs, effective immediately, it was announced by **William R. McAndrew**, vice-president, NBC News. An NBC newsman for 14 years and most recently manager of news for NBC in Washington, Goodman will be assigned to New York in his new position. He will be succeeded in Washington by **Elmer W. Lower.**

□

James H. Geer has been named controller of the CBS Television Network. He comes to his new post from ACF Industries, where he had been assistant comptroller since June, 1957.

□

Herbert W. Hobler, formerly vice-president in charge of sales for TelePrompTer Corp. and for the past year a sales management consultant, has joined Videotape Productions of New York as director of sales development, it was announced by **John B. Lanigan,** vice-president and general manager of the company.

□

The appointment of **Albert Feldman** as assistant director of an expanded radio-TV department was announced by Ruder & Finn, New York public relations firm. In his new post, Feldman will assist **Mildred Vigderhouse,** radio-TV director.

□

Walter Cronkite, CBS news commentator and host, was elected president of the National Academy of Television Arts and Sciences in a cross-country telephone meeting of the organization's national trustees. **Frederick DeCordova** was elected executive vice-president; **David Susskind,** vice-president (New York); **Arnold Wilkes,** vice-president (Baltimore); **Irv Kupcinet,** vice-president (Chicago) and **John Secondari,** vice-president (Washington).

Explosion at Desilu

HOLLYWOOD, July 16.—Damage caused by a flash explosion and fire in an underground film storage vault at Desilu's Culver City studios today is estimated at $1,500. Films which had been left in storage belonged to RKO and consisted mainly of stock footage.

They said: "This guy starts where Capone left off!"

THE BIG

means "THE BIG OPERATOR"

An Albert Zugsmith Production.
In association with Fryman Enterprises. From M-G-M.

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BOX-OFFICE
DYNAMITE!

*"blue denim"

Montgomery Urges Quality

(*Continued from page* 1)

lic but to the industry in general," Montgomery continues.

Montgomery, whose company rented space at MGM to make "The Gallant Hours," is hopeful of delivering the film for United Artists release by October 31, to be shown to Admiral Halsey (portrayed by Cagney) on the occasion of Admiral Halsey's birthday.

Sees 'Emotional Experience'

"Going to the movies is an emomotional experience, not an intellectual experience. Entertainment is the first law of survival for motion pictures. Films that set out primarily to educate or sell a message generally fail to attract the masses interested in paying for 'escape'," Montgomery added. He takes issue also with filmmakers who stretch their films into three hours or longer to tell a story that can be told in much less time to the advantage of both exhibitor and patron.

Returning to films after a long period devoted to television, in which he claims there are too many barriers in the way of entertainment, with networks, agencies and sponsors getting more rugged, Montgomery takes a stand for pay-TV, believing that it is deserving of a fair trial, and claiming that the public unwittingly pays for "free TV" through the purchase of the sponsor's products.

During Montgomery's long period away from Hollywood production, he was one of the leading figures in television.

Will Present Broadway Play

Engaged in a search for at least three properties which the Montgomery-Cagney Productions unit plans to make over the next four years, Montgomery says he favors a particular story (unnamed) which he would present as a play on Broadway before bringing it to the screen.

In a further comment, the producer-director, who would not be averse to getting into grease paint again for a suitable role, says that any violation of good taste in the making of motion pictures is a responsibility of the producer, that this should be regarded as an unwritten clause in the Production Code.

Soviet Films

(*Continued from page* 1)

special committee. Not every member, and they include John P. Byrne, Alex Harrison, James R. Velde, James E. Perkins and Bernard E. Zeeman, has seen all five pictures, however, it was pointed out.

It is reported that Harrison, now in California, saw all five pictures before his departure. Velde, on the other hand, has been forced to miss some screenings because of illness. A further obstacle to full committee screenings has reportedly been the absence of dubbing or sub-titling on some films. This, of course, calls for the attendance of an interpreter at such screenings.

Will Meet After Screenings

Following completion of the screenings, the committee will meet to work out details of handling the films. The pictures and their U.S. distributors are: "The Cranes Are Flying," Warner Bros.; "Swan Lake," Columbia; "The Idiot," 20th Century-Fox; "Circus Artists," Paramount; "Othello," Universal; "Don Quixote," MGM; and "Quiet Flows the Don," United Artists. The MPEA committee is expected to set a date for the premiere of the first picture, "The Cranes Are Flying," for sometime in September in Washington.

Atlanta WOMPI Names Committee Chairmen

Special to THE DAILY

ATLANTA, July 16. — Mrs. Jean Mullis, newly elected president of the local chapter, Women of the Motion Picture Industry, has set up the following committee chairmen.

Program, Mrs. Opal Tate; publicity, Miss Hilda Knight; membership, Mrs. Neil Middleton; social, Mrs. Charlene Jones; extension, Mrs. Johnny Barnes; service, Mrs. Juanita Elwell; by-laws, Mrs. Jackie Coward; finance, Mrs. Helene Spears; bulletin, Marcelle Davis; historian, Mrs. Betty Rook; parliamentarian, Mrs. Stella Poulnot; public relations, Mrs. Louise Bramblett; sunshine, Mrs. Lois New; telephone, Dottie Southland; toastmistress, Mrs. Christian Gilliam, and gifts, Mrs. Tillie Shapiro.

Name WOMPI Chairmen

DENVER, July 16. — The Denver chapter of Women of the Motion Picture Industry has named the following committee chairmen for the coming year: program, Pat Hill; membership, Joan Wallace; social, Irene Canino; publicity, Paulene Hall; finance, Virginia McNeil; by-laws, Edith Musgrave; service, Ann Miller; extension, Tony Dyksterhuis; historian, Dorothy Orino; bulletin, Monica Farrell and Bernice Gilmore.

'Hole' Sets Record

United Artists' "A Hole in the Head" set an opening day record Wednesday for a non-holiday weekday with a first day gross of $13,808 at Loews State Theatre here, it was announced by William J. Heineman, vice-president in charge of distribution.

'Mysterians' Proving Top Box Office Draw

"The Mysterians" is proving to be one of the top box-office attractions of the summer, according to reports now being compiled in the MGM home office. On the heels of its gross of over $500,000 in 96 New York area theatres, the science-fiction thriller has started its second wave of saturation bookings in the metropolitan area.

Important exploitation and television campaigns are major factors in the success of "The Mysterians," it was pointed out. Throughout the summer, Jack Byrne, MGM vice-president and general sales manager, and his staff will be setting saturation campaigns wherever possible.

Jazz Combo for 'Beach'

An all-star jazz combo has been formed to record major portions of the sound track score for Stanley Kramer's "On The Beach." The combo includes Bob Bain on guitar, Gus Bivona on clarinet, Pete Candoli on the trumpet, Benny Carter on tenor sax, Shelley Manne on percussion, Red Mitchel on bass and Johnny Williams on the piano. The balance of the score for the United Artists release will be recorded by a 75 piece symphony orchestra being formed in Hollywood.

'Big' Bows Aug. 4

"The Big Fisherman," a Rowland V. Lee production in Panavision-70, will have its world premiere on the evening of August 4 at the Rivoli Theatre here. The Buena Vista release will open the next day on a reserved seat, 10 performances a week basis.

PEOPLE

Steve Banovich, associated the Roxy Theatre here for the 18 years, most recently as s assistant to the vice-president, been named house manager o theatre, succeeding **William M** who resigned recently to accep other managerial post.

□

Paul Levinson has been appo legal counsel of Independent M Picture Producers Association, H wood. He will work closely with ward **Finney,** president, on ind problems.

□

Marvin Borowsky, screen w has been named chairman of the tion Picture Relief Fund for th suing year. He succeeds **W Tuchock,** who had served in the for the past two years.

□

Andre Baruch, announcer, been signed by American Int tional Pictures to narrate the p gue and handle the annou chores for the special trailers t prepared for "Sign of the Gladia He also will record radio and spots.

□

Montgomery Clift, now in Lon will receive there today the Cr Star of the French Academy of tion Pictures as "best foreign of the year" for his performanc the American soldier in "The Y Lions" last year.

□

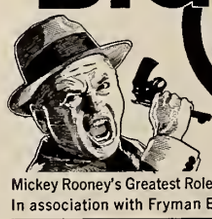
Francis A. Bateman has been na by Inter-Continent Releasing Or ization to supervise sales in the ritories of Los Angeles, San F cisco, Portland, Seattle, Salt L City and Denver.

□

Sylvester Frydell is the new m ager of Fabian's Saratoga Driv Theatre, Latham, N. Y. **William** rison has been named assistant m ager of the operation.

'Train' Opens July 2

"Last Train from Gun Hill," P mount western drama, will Wednesday, July 29, at the Ca Theatre on Broadway, following current engagement of "The Pennies."

TOUGH! TERRIF
THE BIG means "THE BIG OPERATOR

Mickey Rooney's Greatest Role. An Albert Zugsmit
In association with Fryman Enterprises. From

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 86, NO. 13 NEW YORK, U.S.A., MONDAY, JULY 20, 1959 TEN CENTS

'i' Martin Reports

U' Planned elease Policy o Continue

alk,' 'Petticoat' to Get me Extensive Treatment

HICAGO, July 19.—The policy of ned release that worked out so l for Universal's "Imitation of Life" and "This Earth Is Mine," will be used in the forthcoming release of "Pillow Talk" and "Operation Petticoat," Henry H. Martin, Universal general sales manager told sales executives at the concluding sess of their three-day sales execu-

lenry Martin

(*Continued on page* 6)

tt. Rogers' Drive Surpass Last Year

Special to THE DAILY

ITTSBURGH, July 19. — The sburgh area will definitely go far id of last year's excellent collec- total in the Will Rogers' Mem- l Hospital Drive, distributor chair- Eugen Jacobs, reported at an or- zational meeting attended by all ch managers and salesmen. Also

(*Continued on page* 2)

eeman Feels Industry ould Answer Legion

From THE DAILY Bureau

OLLYWOOD, July 19. — Al- gh no comment or statement n on the part of the Motion Pic- Producers Association could be red, following its reported meet- last Friday in connection with re- attack on the Academy of Mo- Picture Arts and Sciences by the

(*Continued on page* 7)

EVISION TODAY—page 7

Compo Urges Strong Fight Vs. Penn. Censorship Bill

Exhibitors in Pennsylvania were warned at the weekend that they face the "constant danger" of having to close their theatres for long periods if Senate Bill No. 373, a censorship measure, becomes law.

The warning came from the Council of Motion Picture Organizations which has drawn up a ten-point indictment of the bill and the effects it will have on the industry in Pennsylvania. The censorship measure has already passed the Senate and is now in the House.

"Since there is a strong possibility that this bill may be passed," Compo said, "we are trying to do everything possible to arouse all elements of the picture industry in Pennsylvania to the

(*Continued on page* 8)

2nd Russian Film Another Travelogue

"The Enchanted Mirror," the Soviet Union's second production in its big, three-panel Kinopanorama process and which opens a limited engagement at the Mayfair Theatre here tomorrow, is another handsomely photographed but haphazardly edited travelogue of modern Russia and her ally, Red China. The film, which was previewed for the trade press Friday, attempts to inject some continuity into wide-ranging scenes by using short, animated cartoon sequences, based on old fairy tales, to introduce the various segments.

The most effective of these, based on a Chinese legend about a farmer

(*Continued on page* 2)

Deny Gov't. Motion in TV Block-Booking Suit

New York Federal Judge Archie O. Dawson on Friday denied a motion by the U.S. Government in its anti-trust suit charging the block-booking of films to television against Loew's, Inc., C & C Super Corp., Screen Gems, Associated Artists' Productions, United Artists, and National Telefilm Associates. The motion denied was a move for a pre-trial order to limit and

(*Continued on page* 7)

West German Business Is Reported 'Very Good'

Special to THE DAILY

BOONTON, N. J., July 19. — Business is very good and booming in all of the first-run West German theatres, according to Edward Lachman, president of Carbons, Inc. here, who recently returned from the world conference on arc light carbons in

(*Continued on pege* 3)

Big Foreign Language Promotion for 'Lovers'

"Holiday for Lovers," 20th Century-Fox film with a South American background, will be the recipient of the most extensive foreign language radio and newspaper promotion in the company's history, beginning this week. Plans for the exploitation were re-

(*Continued on page* 7)

Wisconsin-Michigan B-B Campaign Opened by Marcus; Committees Set

Special to THE DAILY

MILWAUKEE, July 19.—A business building campaign for Wisconsin and upper Michigan in lieu of the defunct national effort was launched at a meeting held here Friday at the Schroeder Hotel, under the direction of exhibitor leader Ben Marcus.

Marcus urged a concerted selling approach on specific pictures, rather than an institutional campaign. "Each week, we should put a new twist on a different picture," he said. "We have not been properly selling our product. We have been very, very conservative."

The average key downtown house in this region, Marcus declared, opens with big ads and drops to directory space after two days. He suggested greater use of television and radio selling, and pointed out that the Compo business-building records could be tied in with specific pictures.

"I have never wished to sound pessimistic, but the only way we have

(*Continued on page* 2)

Harling Statement

Charge SBA 'Discourages' Theatre Loans

Says Some Regional Units Turning Exhibitors Away

The charge that some regional offices of the Small Business Administration are discouraging theatre owners from applying for S.B.A. loans, was made at the weekend by Philip F. Harling, chairman of the Small Business Committee of the Theatre Owners of America.

Philip Harling

In a special message to TOA members, Harling said that officials of some SBA Regional Offices are not aware that theatres—both indoor and drive-ins—are eligible for loans, and have turned away applicants. He urged TOA members to obtain the help of his committee whenever they encountered such a reception.

This condition, he said, may be

(*Continued on pege* 3)

New Orleans Theatres Enjoy Business Boom

Special to THE DAILY

NEW ORLEANS, July 19. — Business is booming at theatres here and has been steadily reported as "exceptional" since the start of the school vacation period. Pacing the current films is Paramount's "Don't Give Up the Ship," which gave the Saenger Theatre in the first week of its engagement the best week the house has had since 1956.

Other pictures doing well are "Hercules," "Woman Obsessed," "The Horse Soldiers," "The Mysterians," "Count Your Blessings," "Ask Any Girl," "Some Came Running," and "The Diary of Anne Frank."

PERSONAL MENTION

PAUL N. LAZARUS, Jr., vice-president of Columbia Pictures, returned to New York over the weekend from Hollywood.

•

TAYLOR M. MILLS director of the public relations-information department Motion Picture Association of America will return to New York today from a vacation spent at East Falmouth, Cape Cod.

•

SAMUEL GOLDWYN and MRS. GOLDWYN will arrive in San Francisco today from Hollywood.

•

BURTON E. ROBBINS, National Screen Service vice-president in charge of sales, will leave New York today for Chicago, Denver, San Francisco, Seattle and Los Angeles. He will also visit the NSS studios in Hollywood.

•

BERNARD M. KAMBER, Hecht-Hill-Lancaster advertising-publicity chief, has returned to New York from Hollywood.

•

JESSE CHINICH, Buena Vista Western division manager, will leave here tomorrow for San Francisco and Hollywood.

•

WILLIAM GOETZ left here Friday via B.O.A.C. for London.

•

WILLIAM E. HARDER, studio manager for Fred E. Niles Productions, Chicago, was married at St. Vincent's Church there on Saturday to FRANCES METELKO, formerly secretary to FRED NILES.

•

SUSAN HAYWARD will arrive in New York today from Holllywood. She is enroute to Paris and Taormina, Italy.

•

TOM LUCY, of Exhibitor Service Co., Atlanta, is recuperating at his home following surgery.

SHOWMEN WANTED!

Increase your Concession Sales to an all-time high with 4 Brand-New Full-Color Animated and Narrated Intermission-Time BLOCKBUSTERS from:

NATIONAL SCREEN SERVICE

TOPS IN TRAILERS!

Pittsburgh Rogers' Drive

(*Continued from page* 1)

attending were Harry Hendel, B. W. Steerman, Ray Ayrey, John J. Maloney, Gabe Rubin, C. C. Kellenberg and James Hendel.

Exhibitor chairman Ernie Stearn pledged "We are out to get 100 per cent cooperation—with an audience collection in each and every conventional and drive-in theatre in the exchange area. Furthermore, in each situation, collections will be timed to coincide with that situation's top attraction for the summer."

Jacobs congratulated the Stanley Warner organization on having already turned in $3,500 collected from only two downtown Pittsburgh theatres, in one of which collections are still going on.

Seeks Help of Local Groups

Bert Stearn and Lou Hanna reported they are busy organizing an all-out effort by all theatres and drive-ins handled by their Co-Operative Theatre Service.

"The 'Pittsburgh formula' so successful last year, will again be in operation here this year," said co-distributor chairman Nat Rosen. Kellenberg stressed the importance of obtaining the aid of volunteer firemen, police, service clubs or other local volunteer groups to aid in making effective audience collections.

National Exhibitor chairman, M. A. Silver, reported on the number of theatres throughout the nation that are pledged to make collections—and advised the workers that the Pittsburgh results of last year were an inspiration to Will Rogers forces everywhere in the country.

Flexibility is a keynote of Pittsburgh Will Rogers Drive plans, permitting each situation to time their collections to take place when they are playing a top attraction. Collections are being held throughout the length of the engagement in each case, from one week to six or more.

Greater Job This Year

The meeting was an enthusiastic one, bringing out that every exchange employee is pledged as an active worker, aiding either in obtaining pledges, or in supervising collections. Along with pledges from theatre owners, Will Rogers workers are striving to obtain at the same time, definite collection date commitments.

Stress was laid on the necessity of dedicated organization, supervision and follow-through. Conclusion of the meeting was that Pittsburgh will do an even greater job this year for the Combined Drive for the Will Rogers Memorial Hospital and Research Laboratories.

Silver added that the Pittsburgh committee will observe the 10th Anniversary Slogan "A Christmas Salute membership card in every pocket."

2nd Russian Film

(*Continued from page* 1)

who attempted to move a mountain, introduces a propaganda-loaded, but still interesting, segment on Red China's monumental efforts to catch up to Russia and the western world in agriculture and industry. The animation is technically good but somewhat old-fashioned in style.

Like "Wide Is My Country," the Kinopanorama program now concluding a three-week run at the Mayfair, "The Enchanted Mirror" has as its best moments views of the Soviet Union's countryside, spiced with short segments featuring the Bolshoi Ballet, folk dancers and singers. The most spectacular sequence is a wild ride in a "troika" through a snowy Siberian landscape. This is the climax of the first half of the program. An unexciting visit to the Brussels World's Fair, with much time devoted to Russia's technological exhibits and aspirations, climaxes the second half.

The Sovexportfilm release is presented by the Ministry of Culture of the USSR and was produced by the Central Studio for Documentary Films, Moscow. It runs 90 minutes. The Sovocolor is excellent and the English narration quite adequate.—V.C.

Wallis Re-Signs Nathan As Associate Producer

From THE DAILY Bureau

HOLLYWOOD, July 19.—Paul Nathan has been signed to a new five year contract by Hal Wallis, continuing as associate producer on all Wallis Productions. He has been with Wallis during the entire 15 years that the producer has had his own independent company, headquartering at Paramount.

The new contract starts Jan. 1, 1960. His first assignment under it will be the screen version of Tennessee Williams' "Summer and Smoke."

Wallis is currently observing his 15th anniversary as an independent producer with the release of "Don't Give Up the Ship" and "Last Train from Gun Hill" for Paramount. Nathan was associate producer on both.

'Gigi' in Boston

After an 18-week run at the Gary Theatre in Boston and highly successful 23-week run at the Beacon Hill, MGM's Academy Award winner, "Gigi," will open in 15 Boston area theatres Wednesday. The saturation booking is, in effect, the third run in Boston, but the first in neighborhood houses.

Education Boards Approve Paperbac

From THE DAILY Bureau

HOLLYWOOD, July 19—Sinc announced proposal of Bantam B Inc., to turn out special editio paperback books to be used as plemental aids in education, the lishing firm has received expres of approval from several boar education throughout the country cording to Oscar Dystel, preside Bantam.

Dystel, who more than 30 year predicted the now widespread of motion pictures and radio in s classrooms, recently predicted paperback book fiction writter pressly for student readers, v also become an accessory to tea in schools.

He proposed the publicatio stories which embodied as a pa the plot various elements of sul in school curricula, such as alg chemistry, trigonometry, social ences, etc. His proposal was base his belief that such stories, turne by qualified writers who unders the teaching problems invo would serve to awaken and stim the interest of students, maki easier for them to absorb basic ject matter. Dystel said he ha ceived letters from parents as as school boards expressing app of Bantam's proposed teachin project.

Business Building

(*Continued from page* 1)

any future is to go out and sell," cus said. "You have to feed the or she's going to go dry. That is I have taken the time to work on effort."

The following exhibitor comm was selected to implement the paign: Gene Ling, chairman; H Mintz, Dean Fitzgerald, Al Fr Marcus, Edward Johnson and Janecke. Jack Lorentz and Ar Rose are co-chairmen of the distr tion committee, which also prises Harry Olshan, Morrie An son, J. Kemptan, Ward Pennin Pat Halloran and M. Dudelson.

TOUGH! TERRI

THE BIG means "THE BIG OPERATOR

Mickey Rooney's Greatest Role. An Albert Zugsmit
In association with Fryman Enterprises. From

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. F Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. H wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. M Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Galla Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as s class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

m Cash Dividends Up % for Six Months

From THE DAILY Bureau

VASHINGTON, July 19. — Pub- reported cash dividends of mo- picture companies in the first months of 1959 were better than per cent ahead of those for the 1958 period, the Commerce De- ment reported.

said payments reported for the half of this year amounted to ,331,000, compared with $11,195,- for the like 1958 months. June 9 payments were down however, unting to $3,303,000 compared $3,325,000 for June of last year.

Paperback-Film Tie-ins Develop Into Big Promotions in Britain

By WILLIAM PAY

LONDON, July 16 (By Air Mail).—Publication of the paperback edition of "The Nun's Story" to coincide with the film's release here next October climaxes a period of stimulating book-film promotions by Britain's Pan Books. Twenty-one Pan paperbacks of filmed stores with sales approaching five million have been published in recent years.

The full Pan treatment is given each book-film tie-up—illustrated covers, showcards, streamers, silhouette cards and wide distribution to departmental stores, railway stations, news agents, book stores.

'Anne Frank' Promotion

For the opening in London of "The Diary of Anne Frank," Pan put into motion the biggest film tie-up of British paperback publishing. A reception was held by Pan for Millie Perkins, star of "Anne Frank," to meet book critics, book buyers and store managers. 2,000 showcards were distributed blow-ups of Anne and her D..ry made available through exhibitors for store tie-ups and 100,000 inserts about the film were sent out in new publications issued by Pan.

Pan has another eight paperback film tie-ups for 1959. They include UA's "The Horse Soldiers," Columbia's "The Last Angry Man," MGM's "Naked Maja" and "Ben-Hur." A further forty-five are scheduled for publication. Recently acquired Pan paperback rights of best-sellers include: Columbia's "Mountain Road" by Theodore White, Universal International's "Elephant Hill" by Robin White and Allied Artists "The Lost World."

Timed to General Release

Says Harry Pease, Twentieth Century-Fox exploitation manager in London: "If timed with a film's general release book-film tie-ups are valuable advance promotion for paperback editions get to the people who go to the pictures."

'Subliminal' Trailer Used for 'Anatomy'

Special to THE DAILY

RICHMOND, Va., July 19. — A form of "subliminal" advertising utilizing the detached-body logo of Otto Preminger's "Anatomy of a Murder" will be introduced here four weeks in advance of the film's playdates at the Byrd and State Theatres. Four trailers, approximately three to five seconds in length, have been prepared by Filmack for insertion in the newsreels at each theatre.

"We are hoping that people will catch this short flash of this symbol and the title and that it will firmly implant it in their memory," said Sam Bendheim III, operator of the theatres. Film is slated to open in both houses on Aug. 22.

Charge SBA

(*Continued from page* 1)

one of the reasons for the small number of theatre applications being processed by the SBA, since loan coverage was extended to four-wall theatres about four years ago, and enlarged a year and a half ago to include drive-ins. His committee was instrumental in getting the SBA to change its regulations which previously barred loans to any segment of the entertainment industry.

In his message to TOA members, Harling declared:

"Despite all the publicity and ballyhoo which resulted when the SBA changed its policies on two separate occasions to permit theatre owners to file applications for loans, most of the regional SBA office personnel are still in the dark when a theatre applicant makes a request.

"It has come to my attention that many of our members applying for loans have been told that they were not qualified to apply because they were 'part of the entertainment industry'. Every TOA member, as well as other exhibitors, knows that this is not so. But the Administration in Washington appears to be following the principle of 'Macy not telling Gimbel.' Perhaps some of the regional office personnel do not read their mail or directives, because if they did, they would know that the SBA now covers theatres.

Urges Regional Check

"I urge every theatre owner applying for a loan and meeting this situation, insist that the staff at the regional office check its directives.

"There have been other instances where theatre owners, after convincing regional office personnel that theatres are eligible, have had extreme difficulty obtaining application forms. This is a courtesy to which they, as taxpayers, are entitled, regardless of whether or not they are qualified to have a loan processed.

"I urge any TOA member who meets such conditions to turn to me and my committee for assistance."

est Germany

(*Continued from page* 1)

ny, France, sponsored by Societe Carbone-Lorraine.

ne hundred and eighty theatres e recently added to the West Gerlists by the return of the Saar to Germany, Lachman said. Algh French theatre supply dealers e grim over their loss of revenue, r German counterparts were exely jubilant over the windfall of customers.

t latest count, there is a total of 0 theatres in Western Germany, man said. 110 of these are firsttheatres with over 1,000 seats and 0 have from 400 to 700 seats. balance of theatres have less than seats or between 700 and 1,000 s.

achman pointed out that West in now boasts 230 theatres; kfort, 70 theatres; Hamburg, 140 tres, and Munich, 120 theatres. the other hand, there are only state owned theatres showing on pictures in East Berlin, which nder Communist control.

merican films get about 35 per of the screen playing time in st Germany, Lachman said, it the same percentage as does home product.

ole' Setting Records r Opening Days

nited Artists' "A Hole in the d" has set theatre and UA records an opening day in key engageits across the country, it was ane at the weekend by William eineman, vice-president in charge istribution.

eineman reported that the UA re- has established a new house rec- of $6,149 in its opening day at Roxy Theatre, Atlantic City. Other tions reporting record-setting first returns include: the Goldman, adelphia, $7,847; the Grand, At-, $3,757; the Towne, Baltimore, 53; the Teck, Buffalo, $2,023; the nan, Cleveland, $2,646; the Pal- Indianapolis, $2,004; Midland, sas City, $2,353; Loew's State, olk, $1,653; Loew's Richmond, 77; and Valentine, Toledo, $1,416.

Disney 'Beauty' Starts European Run July 29

From THE DAILY Bureau

LONDON, July 19.—Walt Disney's "Sleeping Beauty" has been scheduled for its premiere European engagement at the Astoria Theatre here starting July 29. It will be shown in Technirama-70 with six-channel stereophonic sound.

An indefinite run is slated for London and the film will be released to the provinces as speedily as possible. It will open long-term engagements in nine selected key cities throughout Britain within two weeks following its gala premiere here.

Glen Alden Donates Fellowships to School

A group of fellowships for foreign students donated by the Glen Alden Corporation, has been announced by the New School For Social Research in New York. Glen Alden is the parent company of RKO Theatres.

The fellowships, announced by Dr. Hans Simons, president of the New School, will be known as the Albert A. List Fellowships. List is board chairman and president of the Glen Alden Corporation. Five foreign students will receive the educational grants for study beginning this fall.

Permafilm Franchisers

Permafilm, Inc., and Permafilm of California, Inc., have announced the signing here of franchised contracts with Movielab Flm Laboratories, Inc., and Movielab Color Corporation, both of New York, and Arizona Color Film Laboratory, the new processing laboratory in Phoenix, Ariz. This brings the total number of Permafilm franchisers to 27 in the United States and 15 foreign countries.

Illinois Allied Slates Annual Meeting July 29

Special to THE DAILY

CHICAGO, July 19.—The board of directors of Allied Theatres of Illinois has fixed July 29 for holding the organization's 29th annual meeting and election of officers and directors. This will be in the form of a luncheon at the Sheraton-Blackstone Hotel here.

The Illinois Allied board also endorsed theatre-audience collections for LaRabida Jackson Park Sanitarium the week of Aug. 14, which is sponsored annually by the Variety Club of Illinois.

$8,000,000 Budget Is Slated for 'Alamo'

From THE DAILY Bureau

HOLLYWOOD, July 19.—An $8,000,000 budget has been set for the Batjac Production, "The Alamo," it was announced here at the weekend. Richard Widmark and John Wayne will co-star in the film, which Wayne will also direct. Release will be through United Artists.

Shooting has been scheduled to start in September in Texas on a 100-acre set now in the process of construction.

Hyman Will Discuss New Product, Current Trend

New developments in current business and future product will be discussed by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, at a luncheon for the trade press on Wednesday at the circuit's headquarters here.

'Scapegoat' to Guild

MGM's "The Scapegoat" will be the next attraction at the Guild Theatre here.

Republic Studio has spent millions of dollars in making it the largest and best equipped rental television studio in the world.

Republic Studio operation has the highest standard of efficiency, economy and quality . . . combined with a skilled organization having had many years of experience.

REPUBLIC STUDIO WILL SAVE YOU TIME AND MONEY!

Producers are invited to visit an and to confer with Jac

spect Republic Studio,
Baker regarding requirements.

• • • FEATURE REVIEWS • • •

Have Rocket, Will Travel

Columbia

After knocking around the industry for more than two decades, during which their fortunes rose and fell and rose again, particularly in the field of comedy shorts, the Three Stooges are now finally the stars of a feature-length film. Considering their current and immense popularity resulting from the telecasting of their old comedies, "Have Rocket, Will Travel" would seem to have an eager audience awaiting it. Here are 76 minutes of wild, unadulterated "Stooge" farce, completely and totally witless, and often appealing for that very reason.

The screenplay by Raphael Hayes casts Moe, Larry and Curley as janitors in a space rocket installation. Jerome Cowan is the bumbling, ill-tempered boss of the base and pretty Anna Lisa and Bob Colbert are, respectively, a dedicated scientist and a love-sick psychologist who are working on the space project. When it looks as if Miss Lisa is going to be fired because she can't find a fuel strong enough to get the rocket to Venus, the Stooges set to work to help her. They do and inadvertently become the first men to hit another planet and return to earth to tell about it.

Their misadventures on earth are topped only by their crazy encounters on Venus, where they run into a talking unicorn and an evil robot who unwisely uses the Stooges as models for some new robots. The gags, mostly of the head-knocking variety, come fast and furious and should delight the small fry who find such things the living end in high good humor.

Producer Harry Romm has given the film a solid physical production and David Lowell Rich has directed with a nice sense of cinematic chaos. Good for exploitation is the bouncy title song which is sung by the Stooges in the course of the film.

Running time 76 minutes. General audience classification. Release in August.

VINCENT CANBY

Heroes And Sinners

Janus Films

HARTFORD, CONN., July 19

Europe's acclaimed Curt Jurgens ("The Inn of the Sixth Happiness") is the principal player, and a most convincing one, in this Raymond Fremont production, directed by Yves Ciampi from a screenplay by the latter and J. L. Bost.

Essentially an adult melodrama, it concerns ex-fighter pilot Yves Montand, carrying a fabulous diamond cache, acquired by accident from a smuggling syndicate, into French Africa, a Negro-governed vastness. Montand checks into a hotel owned by Jean Servais, in the process taking romantic note of M. Servais' striking wife, Maria Felix. Mlle. Felix hasn't been exactly idle while living in the Dark Continent; she's been cooing in the cool, cool of evening with a well-heeled native. Once M. Montand appears on the scene, she decides to chuck the situation and leave with that newcomer.

At about this time, M. Jurgens, himself an ex-fighter pilot (on the other side, of course, during the late conflict), shows up, representing the smuggling syndicate. Matters are quickly resolved, M. Servais and Mlle. Felix killed off in rapid succession, and both Montand and Jurgens warily join forces for what is obviously another plunge into illegal plunder.

Dialogue is in French with English subtitles.

Running time, 101 minutes. Adult classification. Release, in July.

A. M. W.

The Virtuous Bigamist

Kingsley International

HARTFORD, Conn., July 19

For some years now, the identification of that superlative Gallic mimic, Fernandel, with a foreign import, has meant welcome dollars at the domestic box offices and in the instance of "The Virtuous Bigamist," a Franco-Italian co-production (Cite Films of Paris and G. Amato of Rome), and released on these shores by Kingsley International, the tradition is resolutely maintained.

Jacques Bar has produced and Mario Soldati has directed, from a screenplay by Aldo de Benedetti, Cesar Zavattini and Piero Tellini, the latter threesome going back to an Italian effort, "Four Steps in the Clouds," shown here about a decade ago.

In essence, this concerns a little man of the world, a chap who willingly goes forth to aid and abet the other little men of the world, in the process of driving forcefully home the age-old argument that in humility there is indeed strength and comfort. In certain U. S. quarters there may be some dissapointment when the redoubtable Fernandel doesn't cavort with constant alacrity, pouting, smiling, backslapping, a la his umpteen other imports. But it must be recorded that herein he is seen as a mere traveling salesman, who boards a bus, the vehicle carrying him to an unexpected but titillating adventure. En route, of course, passes the string of human anecdotes, warm vignettes of contemporary European life.

By way of further explanation, the title alludes to the pivotal character's (Fernandel's) assuming the status of temporary husband of an unwed mother, a turn of events that regrettably, but firmly, relegates "The Virtuous Bigamist" to adult viewing.

The picture is in French with English titles.

Running time, 90 minutes. Adult classification. Release, in July.

A. M. W

Reform School Girl

American International

HARTFORD, Conn., July 19

American - International is gearing advertising and promotion effort to one ingredient, the presence in this youthfully spirited cast of Edd ("Cookie") Byrnes, featured of late on the ABC-TV "77 Sunset Strip" series. This personable chap seems to be something that the females of the country's teen-age set are buying at the mometn and who's to argue when such substance is available in current product release?

Primarily, "Reform School Girl," directed by Edward Bernds from his own screenplay, and produced by AIP's Samuel Z. Arkoff and Robert J. Gurney, has to do with one Gloria Castillo, out joy riding with her boy friend, Wayne Taylor and another couple, Byrnes and Luana Anders. Byrnes manages to ditch the others and takes Miss Castillo on a rather hectic journey in a stolen car, the upshot of which finds an innocent pedestrian hit. Castillo goes to reform school after refusing to testify out of fear for Byrnes' reprisal.

A rather routine script development brings Byrnes to justice and Miss Castillo goes free, much wiser and more mature.

Running time, 71 minutes. General classification. Release, in June.

A. M. W.

Grant Jury Trial in S.C. 'Blue Law' Case

Special to THE DAILY

Darlington, S. C., July 19—Request of Boyd Bailey, manager of the Darlington Theater, for a jury trial on a charge he violated the state's "blue law" in opening his theatre on Sunday, July 12, has been granted by Darlington City Recorder Herbert Hennig. Date for the jury trial will be set later by the Darlington city attorney and counsel for the Darlington Theatre, which is owned by Sam Irvin of Asheville, N. C.

The Darlington Theatre case is one of four now pending in Darlington County. In Hartsville a few days ago Sheriff Grover Bryant, Jr., preferred charges against the operators of the Berry, Center, and South 501 Drive-In Theatres for having opened for the past two Sundays in defiance of the state "blue laws."

'Magician' to Venice

"The Magician," latest film written and directed by the Swedish director Ingmar Bergman, has been invited by the Venice Film Festival to be Sweden's official entry. The picture had previously been chosen the outstanding film of the year by the Swedish Film Academy. "The Magician" will have its American premiere late this summer at the Fifth Avenue Playhouse. It is a Svensk Filmindustri production and will be distributed in the United States by Janus Films.

Release Polic

(*Continued from page* 1)

tives conference held here on Fri

Martin recalled that when the icy was first enunciated early year, he had stressed that an ex sive pre-selling campaign would cede the release of all these impor productions. He also said then the promotional activity on the l level would be intensified with successive early opening of the ture. Subsequent run engagement "Imitation of Life" are pro "phenomenal" with extra down- line promotional support, he poi out.

Campaign for 'Pillow Talk'

Martin announced that "Pil Talk," the Arwin Production, have its world premiere early in tober. A heavy pre-selling campa similar to those accorded "Imitat of Life" and "This Earth Is Mine already set, Martin said.

"Operation Petticoat," the Gra Production, will have a world p miere in Chicago early in Novem followed by a series of key city p release openings for Thanksgiving a a Christmas release from coast coast. The same type of heavy p selling and intensive local point- sale promotional support will also employed in the planned release this picture, Martin said.

British Film Scheduled

Martin also told the sales exec tives that the Rank Organizatio "Sapphire" is scheduled for Americ release in November by Univers the full length animated producti "The Snow Queen," is scheduled f December release and for Janua the Zugsmith-Doff Production "T Private Lives of Adam and Eve These three releases will all recei important pre-selling and down-th line promotion, he said. He add that "The Private Lives of Adam a Eve," which has just gone into pr duction, is already receiving an i pressive exploitation campaign on t basis of cast selection and initial pr duction procedures.

Turning to the Bryna Productio "Spartacus," Martin indicated th it will be ready for release early ne spring and looms as one of the i dustry's "all-time greats."

Cites 'New Era at U-I'

"'Imitation of Life,' 'This Earth Mine,' 'Operation Petticoat,' 'Pillo Talk,' and 'Spartacus,' all represe the new era at U-I," Martin declare "The oldest company in the motio picture business has a new look. has re-designed its production polic from quantity releases to quality r leases. It has established a policy distribution and merchandising whic is based on the premise that there a great market for outstanding ente tainment and this kind of entertai ment, costly in production, big cast and story values, deserv planned release and long pre-sel These plans are now a matter of re ord with Universal—these new pro ductions are now available and forth coming from U-I," he concluded.

CNP Program Sales Jump 65% in Canada

California National Productions had a 65 per cent increase in sales in Canada in the first six months of 1959 over the corresponding period last year, Jake Keever, CNP vice-president and general manager, announced. The new half-year high was established by Fremantle of Canada, Ltd., CNP sales representatives.

Ralph Ellis, president of Fremantle, attributed the latest gain to several factors. Montreal and Toronto are two of the most active television production centers in the world—their combined output third only to the Los Angeles area and New York. Today there are 53 Canadian television stations, a total of 3,500,000 sets in use, and a growth rate that is still accelerating. To meet the rising demand for quality programming, Fremantle, exclusive distributor of CNP properties above the border, has augmented its sales force and expanded its services.

New economies effected for dubbing film from English into French have opened additional outlets in Canada for American-made product. CNP's "Danger Is My Business" series was recently dubbed for telecast over the CBS French network. "Victory at Sea" and "Gumby" now are being distributed in Canada in both French and English versions.

Lovers' Promotion

(Continued from page 1)

Sealed at the week-end with this week beginning the promotion in advance of the Friday opening at the Paramount here. Similar campaigns are underway in metropolitan areas throughout the country.

In New York, a total of more than 100 announcements will cover the airways this week over stations WLIB, WHOM, WPOW, and WEVD. In addition WOR-TV, which has a large Spanish-speaking audience for several programs, will have a special program announcements.

In newspapers, an extensive and comprehensive campaign covering Spanish language newspapers will find specially designed ads in *El Diario* (a special four-page insert will begin the campaign), *Spanish TV Guide, Hoso-Americano, Anunciador, Todos, Hispana,* and *La Prensa.*

An extensive campaign in Negro newspapers such as *Afro-American, New York Age, Pittsburgh Courier, Herald News* and *Amsterdam News* is also underway.

Freeman Favors Reply

(Continued from page 1)

the district council of the American Legion, (embracing 59 posts in the Los Angeles area), Y. Frank Freeman, industry spokesman, told MOTION PICTURE DAILY late Friday that he thought the motion picture industry would have to answer charges made by the legion "without undue delay" before the legion's national convention next month in Minneapolis.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

PREXY Ollie Treyz has upped Julius Barnathan to V.P. for Affiliated Stations at ABC-TV and Frederick Pierce has been named manager of Research for the network. Prior to joining ABC in 1954, Barnathan was Director of Media Research for Kenyon & Eckhardt. Pierce was formerly with Benjamin Harrow & Son and joined ABC in 1956. . . . (For deeds and misdeeds your reporter has been applauded, criticised, cited, warned, red-carpeted and ostracized—but a nice note from Al "Flat Top" Daly of the "Operation Leaky Arm" (special bloodmobile doing wonderful work in Jackson, Mich.) informs us that we've been "hung"—that is, our picture has been posted along with many other "Honorary Members" of that worthy cause. (Thanks Al.) . . . Les L. Persky, prexy of Product Services, is currently behind the Iron Curtain, negotiating with the Czechoslavakian Government for the American distribution rights to several Czech feature films which would be handled thru Persky's film firm, Yorke Productions. . . . Add another N'Yawker who followed Horace Greeley's advice, went west to San Diego and KFSDoing a bang-up job as announcer-deejay. . . . A note from our old buddy, Jack Smith, advises us that Dr. Paul Dudley will attempt to record the heart beat of a giant white whale at Weeki Wachee Spring, Fla. on the "You Asked For It" ABC-TV'er. Letter goes on to add that "Pinky, a six-month-old roller skating monkey will also be seen" on that Aug. 9 program. (Et tu, Brute; et tu, Smith.) . . .

☆ ☆ ☆

As a reward for the wonderful pinch-hit role he turned in several times for Shari Lewis, Johnny Andrews has been named new host of the early morning NBCharming tvehicle, "Hi Mom," across the board from 9-10 ayem. Johnny has been a favorite in this corner ever since he returned to the Big Apple from Cleveland where he merely copped every "personality award" at WTAM (now KYW.) . . . Rumors have it that a top agency is ready to put "Senator" Ford's hilarious "Can You Top This?" back on the TV nets. (It's about time.) . . . And howcome recording execs overlook the terrific Scott Murray Trio, whose singing-instrumentalents down Washington, D.C. is the talk of the town? . . . Cedric Dumont, musical director for the Swiss Broadcasting Corp., recording artist and composer, dropped into our cubby hole last week for a chat before flying back to Europe today. The multi-talented Dumont conducted the San Juan Symphony Orchestra TVia Arturo Somohano's "Telemundo" program TVia KWAQ last Monday which proved to be the "Musicale of the Year" in the Caribbean. . . . Andy will meet Andy, July 21 when the Griffith of the Broadway smash "Destry Rides Again" TVisits t'other on the "Andy Williams CBShow." . . . Incidentally we inquired as to who was responsible for the bright wordage that pieces together Bill Leonard's "Eye On New York" morning series and the answer is a lad named Lester Cooper. This Cooper rates a high Hooper for his super-duper scripts. . . . Billy Nalle, Victor recording artist has been signed to provide the background and mood music for the "Young Dr. Malone" series over NBC-TV. . . .

Johnny Andrews

Name Shelton, Jacobs to AB-PT Posts in Capital

Edgar G. Shelton, Jr., and Joseph J. Jacobs have bene appointed to operate jointly the Washington, D. C., office of American Broadcasting-Paramount Theatres, it was announced at the weekend by Leonard H. Goldenson, AB-PT president. Shelton will be assistant to the president for national affairs, and Jacobs assistant to the president for legal and broadcasting division affairs.

Shelton's responsibilities will include liaison with the federal government and private organizations headquartering in the nation's capital, as well as public relations with these groups in Washington. Jacobs' responsibilities will include ABC legal affairs as well as other broadcasting division business in Washington.

Shelton joined the American Broadcasting Company in 1957 as assistant to the vice-president in charge of the Washington office.

Jacobs has been a member of the American Broadcasting Company legal department since March, 1954. During this period he has specialized in governmental, affiliated station and television allocation matters.

Who's Where

John Walsh has been appointed coordinator of special programs for the CBS Television Network, it was announced by **Michael Dann,** vice-president in charge of network programs, New York. Walsh has been manager of special projects in the network's Department of Press Information for the past three years. He will assume his new post in the programming department on July 27.

□

Basil Litchfield, who recently resigned as director-secretary of 20th Century-Fox in London, has joined Granada TV there in a senior executive capacity. Litchfield, who had been with Fox since 1943, will retain his directorship of Gaumont British Picture Corp.

□

The promotion of **Frederick Pierce,** manager of audience measurements for the ABC Television Network Research Department, to manager of research for the ABC Television Network. He will report to **Julius Barnathan,** ABC vice-president for affiliated stations.

RTES Buying & Selling Seminars Start Nov. 10

The 1959-60 Radio and Television Executives Society time buying and selling seminar luncheons will start Nov. 10, for a series of 16 weekly sessions, R. David Kimble, chairman, has announced. The luncheon meetings will be held every Tuesday from 12:15 to 2:00 P.M., at the Hotel Lexington here.

The dual objective of this sixth annual series of seminars is "to serve not only juniors but also to be a source of review and information for all." Suggestions and opinions on subjects and speakers for the coming sessions will be solicited from the entire RTES membership in the form of a questionnaire.

Deny Gov't Motion

(Continued from page 1)

frame the factual issues in the suit in order to simplify proof and shorten the trial.

Judge Dawson ruled instead that the attorneys for both sides should get together and attempt to agree on such an order in the interests of making the trial briefer. He said they could come back for further pre-trial conferences.

They said: "This guy starts where Capone left off!"

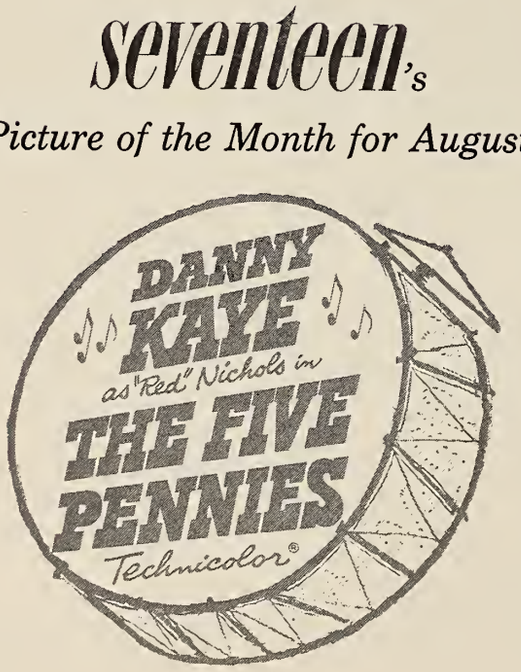
THE BIG

means "THE BIG OPERATOR"

An Albert Zugsmith Production.
In association with Fryman Enterprises. From M-G-M.

The laughter . . .
the loving . . .
the happy living
of a wonderful guy
make this a
wonderful picture!

seventeen's
Picture of the Month for August



also starring
Barbara Bel Geddes
Louis Armstrong
Harry Guardino
Bob Crosby
Bobby Troup

Produced by Jack Rose
Directed by Melville Shavelson
Story by Robert Smith
New Songs by Sylvia Fine

A Paramount Picture
In VistaVision

Compo Urges Censor Fig

(*Continued from page* 1)

danger that lies in this measure and the necessity for doing everything possible to have it defeated."

In general, the new censor bill seeks to avoid the ban on prior censorship by permitting the censor board to ask for prints of a picture for inspection after it has had its public opening. The board would have the power to cut the film, ban it or rate it as adult. The burden of proof that a picture is not obscene would be shifted to the exhibitor.

Could Force Long Closings

Explaining the danger the theatres face of having to go dark for long periods, Compo said: "A first run theatre could spend thousands of dollars advertising the opening of a picture, but after the picture has opened the censor board could declare the picture unsuitable and the film would have to be withdrawn. If this should happen that theatre would have to be dark for an indeterminate period, as it would be virtually impossible to get a new picture as a replacement; indeed, the replacement also might have to be withdrawn, making the theatre dark again. All this could occur at the whim of three persons who have such little business stature as to be willing to work for a top salary of $5,500 a year."

Points in Indictment

The other nine points in the Compo indictment are as follows:

Two: The bill would make it infinitely more difficult for any drive-in theatre to operate, as disapproval of a picture for persons under 17 years of age would make it impossible for married couples to take their small children with them to drive-ins, as so many drive-in patrons do."

Three: "The bill explains that 'unsuitable for children' means a film which is obscene or incites to crime. In all the history of motion pictures there never has been any picture produced that incited to crime, and we defy any legislator or censor to name one. As for obscene pictures, they are punishable under existing law. It should be pointed out, however—and has been by courts—that if a picture is obscene for a person of 16 it is obscene for everybody else over that age. Moreover, what may be deemed obscene by one person may not be at all offensive to others."

Censorship Called Discrimination

Four: "Censorship of motion pictures and exemption of television is viciously discriminatory. It is notorious that children stay glued to television sets in all their spare time, watching original television stories that certainly incite to crime. It is equally noteworthy that old pictures shown on television do not incite to crime. An outrageous example of the discrimination in motion picture censorship is the fact that in Maryland the state movie censors cut the motion picture of 'Forever Amber' to ribbons, but the picture was later shown over television in thousands of Mar homes without a single scene or eliminated."

Five: "The penalties provid the bill are much too severe an pose a grave risk on all exhibitor exhibitor who is shown to have a ted a person under 17 to his th while it is showing a picture de by the censors to be unfit for dren can be sentenced to pay up to $1,000 and serve six mont jail. How any exhibitor can dete the age of a boy or girl without e ining the person's birth certifica beyond explanation."

Six: "The bill makes it impo for big advertising campaigns t put on before the first runs of pic in Pennsylvania, since after the pi has had its first public showing be ruled unsuitable by the cen

Subsequent Runs Endangere

Seven: "Subsequent runs would be imperilled. For exampl picture could play a house in d town Philadelphia and be booked the subsequent runs, with all adv ing materials distributed and ever played, when the censor declares picture unsuitable."

Eight: "Since nobody will be mitted to print or display an adve ment of a picture that has been approved by the censors, newspa carrying advertising of pictures be innocently put in jeopardy fine or jail. This is especially tru Sunday papers, whose entertain supplements often are printed and tributed to newsdealers ahead of date of publication. Between printing of such advertisements the date of publication the board sors could very easily declare a tur unsuitable, and thus make newspaper subject to a fine."

Nine: "Curiously enough, the exempts from censorship stag smoker films that might be shown fore any group calling itself a frate organization."

Ten: "An amendment to Sec 14 also makes it possible for the hibition of birth control and such medical films to school gathe or in halls not customarily used the exhibition of films."

'Horse' Big $36,081

United Artists' "The Horse diers" rolled up a huge $36,081 in its third week at the Astor The here.

THE BIG
AN ALBERT ZUGS PRODUCTION

means
"THE BIG OPERATO"
TOUGH AND TERRIFIC!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 14 NEW YORK, U.S.A., TUESDAY, JULY 21, 1959 TEN CENTS

34,000 Idle

Token Strike Halts All U.K. Production

Follows Procedural Dispute In NATKE-BFPA Parleys

By PETER BURNUP

LONDON, July 20. — A one-day token strike by an estimated 4,000 members of the National Association of Theatrical and Kinematograph Employes halted production in all British studios today and made 30,000 other studio workers idle.

The strike resulted from a procedural dispute which arose four days ago at a scheduled meeting of representatives of the British Film Pro-

(*Continued on page* 5)

Wallerstein Honorary Chairman of TOA Meet

Chairmen for the 12th annual national convention and trade show of Theatre Owners of America at the Hotel Sherman in Chicago Sunday through Thursday, Nov. 8-12, were announced yesterday by George G. Kerasotes, TOA president.

David Wallerstein, president of Balaban and Katz Theatres of Chicago, will serve as honorary chairman, and is expected to deliver the address of welcome as spokesman for the host city, when the first business

(*Continued on page* 3)

See 'Hot' in Record Domestic Gross for UA

On the basis of its boxoffice performance to date, "Some Like It Hot" will establish an all-time high domestic gross for a United Artists release, it was announced by William J. Heineman, vice-president in charge of distribution.

Heineman reported that the Mirisch Company presentation has already amassed $5,512,000 for its do-

(*Continued on page* 5)

TELEVISION TODAY—page 6

British Exhibitors, Distributors Fail To Agree on Allocation of Tax Rebate

From THE DAILY Bureau

LONDON, July 18. (By Air Mail).—The attempt of the joint Kinematograph Renters Society-Cinematograph Exhibitors Assn. committee to arbitrate in the matter of the £20 ($56) tax rebate accorded exhibitors in the Finance Bill ended in a stalemate, at least for the time being, but with a pledge from the distributors that due consideration would be given smaller theatres in particular difficulty.

At the outset of a two-hour meeting, CEA men urged that inasmuch as the obtaining of the relief had been largely the result of exhibitors'

(*Continued on page* 4)

'Kind' To Be Ready By End of Year

By WARREN G. HARRIS

"They told us we'd never get the combination of Brando, Magnani and Woodward."

But they did, Martin Jurow and Richard Shepherd. The young producing team, along with director Sidney Lumet, has been shooting Tennessee Williams' "The Fugitive Kind" with

(*Continued on page* 4)

Ohio Governor Signs 'Blue Law' Change

Special to THE DAILY

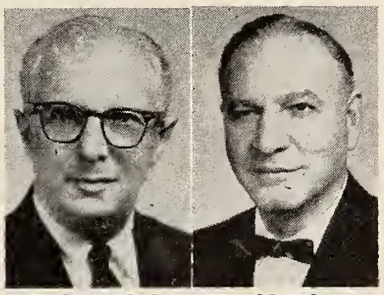
COLUMBUS, O., July 20—Theatres, sports and other recreation activities are exempted from provisions of Ohio's amended "blue laws" calling for a Sunday ban on business activities signed by Gov. Michael V. Di Salle after approval by the Ohio Legislature.

The new law modernizes the archaic

(*Continued on page* 2)

Loew's Inc. Promotes Gottlieb and Zeltner

Saul Gottlieb has been promoted to Eastern Division sales manager for Loew's, Inc., and Harold Zeltner elevated to Gottlieb's former position as New York Metropolitan District



Saul Gottlieb Harold Zeltner

manager, it was announced yesterday by Jack Byrne, vice-president and general sales manager.

The promotions were made in recognition of the men's ability and

(*Continued on page* 5)

Reargument Is Granted In Loew's Inc. Suit

Founders Corp. and Radio Hawaii, Inc., defendants in a breach of contract suit brought by Loew's Inc., were granted a reargument of their case in a show cause order signed by

(*Continued on page* 5)

Ended June 4

MGM Earnings $6,157,000 For 40 Weeks

Vogel Seeks Resumption Of Payment of Dividends

Loew's, Inc., (MGM) had consolidated net earnings of $6,157,000 or $2.31 per share for the forty weeks ended June 4 1959, as compared with a loss of $683,000 in the corresponding period last year, president Joseph R. Vogel reported to stockholders yesterday.

Joseph R. Vogel

The objective of the company, he added, is to maintain and strengthen its profitable

(*Continued on page* 5)

Siegel Setting British Production Program

From THE DAILY Bureau

LONDON, July 20. — Sol Siegel, vice-president in charge of production of MGM Studios, has arrived in London for discussions with Metro executives in regard to a proposed

(*Continued on page* 5)

New S.C. Theatres Join in Defying State Ban on Sunday Film Shows

Special to THE DAILY

SPARTANBURG, S.C., July 20.—Theatre operators in various sections of the state continued their battle against the so-called "blue laws" yesterday.

Latest recruits in the raging controversy were two Greenwood drive-in theatre owners—Marion Ackerman of Highway 25 Drive-In and Pete Zouras of Auto Theatre, who announced they would show films at 9 P.M. Sunday.

In at least three other counties, Greenville, Pickens and Anderson, amusement operators—mainly theatre owners—offered their entertainment in spite of state laws.

In sharp contrast, however, theatre screens in Spartanburg County remained dark while operators kept a close watch on how equally the

(*Continued on page* 2)

Steel Strike Doesn't Affect Pitt. Business

Special to THE DAILY

PITTSBURGH, July 20. — The steel strike hasn't affected theatre business noticeably in its first week in this highly industrialized area. "The Nun's Story" is still packing them in at the Warner, where it took in $18,000 in its second week—just $200 under its first week.

"A Hole in the Head" started off strong at the Penn, and so did "Last Train from Gun Hill" at the Stanley.

PERSONAL MENTION

MRS. HARRY COHN, widow of the former head of Columbia Pictures, will leave here tomorrow for London via B.O.A.C.

•

RAY MCNAMARA, of the Allyn Theatre, Hartford, has returned there with his family from Cape Cod, Mass.

•

NORMAN NADEL, theatre editor of the *Columbus Citizen*, has returned to his duties following hospitalization.

•

SAMUEL T. WILSON, theatre editor of the *Columbus Dispatch*, is still absent and under treatment for bronchial pneumonia.

•

ROSS HUNTER, co-producer with MARTIN MELCHER of Universal's "Pillow Talk," has arrived in New York from the Coast.

•

MRS. HARLAN WEIRICK has given birth in Columbus, O., to a son, TERRY WESLEY. Father is assistant manager of Loew's Ohio Theatre there.

•

LOU COHEN, of Loew's Poli Theatre, Hartford, and MRS. COHEN are vacationing in Miami.

•

ERIC PORTMAN has arrived in New York from London via B.O.A.C.

•

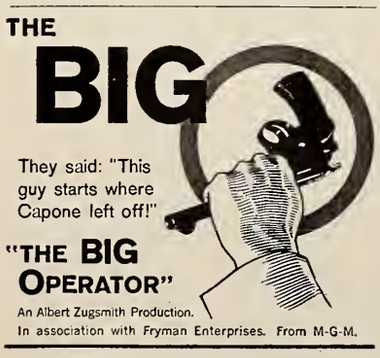
MARTIN POLSTER, manager of the Richmond Theatre, Cleveland, is in Suburban Community Hospital there after having been injured by a falling sign.

•

MRS. ARTHUR KERMAN has given birth here to a daughter, MINDY. Father is president of Governor Television Attractions.

•

TED HARRIS, of the State Theatre, Hartford, has returned there from Louisville.



New Opposition to S.C. Law

(*Continued from page* 1)

"blue laws" were enforced on the first Sunday since the referendum election in which citizens indicated they wanted all-out enforcement of such laws.

In Spartanburg, only restaurants and drug stores (filling prescriptions only) were legally authorized to remain open, but a check early Sunday morning disclosed that numerous gasoline service stations, newsstands, and drug stores were open for business—the latter doing much more than filling prescriptions. Police here were enforcing the "blue law" with reference to persons working on Sunday, which carries a maximum fine of $1, but these establishments were not closed.

A city ordinance in Spartanburg, calling for a $100 fine or 30 days imprisonment for anyone working on Sunday, was not being enforced. Indications are this ordinance will be repealed within the next few days.

Meanwhile, Spartanburg area theatre owners continue to insist that "if the 'blue laws' are not in our estimation enforced equitably, we will throw open our doors for business on the Sabbath."

Some area theatre owners, finding that businesses such as restaurants, peach packing sheds, taxi cabs and similar operations are being exempted, immediately complained that the law is not being enforced 100 per cent here. At Darlington, S.C., Circuit Court Judge J. W. Lewis issued a temporary court order banning Sunday movies, effective today. A hearing has been set for next Friday on whether to make the restraining order a permanent one.

Judge Lewis issued the order July 18 at the request of Darlington City Council, which two weeks ago unanimously opposed permission for Sunday movies to operate there.

Ohio Governor

(*Continued from page* 1)

language of the old laws. Commercial establishments still are required to close on Sunday with the exception of "work of charity or necessity" and "by persons who conscientiously observe the Sabbath on Saturdays."

Constitutionality of the new law is questioned by "many attorneys," said the *Columbus Dispatch*. Some say the law appears to set up two sets of rules—one for public land and the other for private business. The law permits Sunday operation of state and city enterprises like fairs, state parks, city golf courses and other facilities.

Some lawyers think the law will stand a court test, based on past blue-law decisions by the Ohio Supreme Court. Others believe that a court test may see the law ruled unconstitutional. If the present law is ruled unconstitutional, the situation will be right where it has always been—in the hands of local law enforcement officials—said the *Dispatch*.

Carter Arrives Here for Meetings at Republic

Victor M. Carter, newly elected president of Republic Pictures Corp., arrived here yesterday from Hollywood for a series of conferences with home office executives. He will remain here for a meeting of the board of directors on July 29.

Para. Dividend 50c

The board of directors of Paramount Pictures yesterday voted a quarterly dividend of 50 cents per share on the common stock payable Sept. 11 to holders of record Sept. 1.

Acquit Exhibitor on 'Blue Law' Violation

Special to THE DAILY

EASLEY, S. C., July 20—W. E. Thrush, operator of the Easley Drive-In Theatre, has been acquitted by a magistrate's court jury on charges that he violated the "blue laws" by operating his theatre on Sunday. Under cross examination by Harris P. Smith, attorney for Thrush, Sheriff P. C. Bolding said there was no sign of disorderly conduct and said the theatre was open after normal church hours.

Following the acquittal of Thrush, announcement was made by Harold Armistead, operator of the Colony Theatre here, that he would also open on Sundays with complete shows at 3:30 P.M. and 9 P.M. Armistead had not opened before on Sunday. Sheriff Bolding said he had no idea what action he would take when the theatres open.

Ohio Theatre Supply Bought by A. Weiss

Special to THE DAILY

CLEVELAND, July 20. — Arnold Weiss, member of Local 160, I.A.T.-S.E., has bought out the Ohio Theatre Supply Co. from Ben L. Ogron who organized it in 1946 when he came to Cleveland from Chicago. Weiss will continue the business under the same name and will remain as area distributor for Motiograph projectors, and Motiograph equipment as well as other standard theatre equipment including Strong lamps, Nu-Made products, Hertner generators, Kneisley rectifiers and Automaticket machines.

Weiss was associated with Ogron in Ohio Theatre Supply for a period some eight years ago.

RCA Earnings Rise 44% for Six Months

The Radio Corporation of Amer... first-half earnings rose 44 per ... over the 1958 level while sales ... creased 17 per cent, David Sar... chairman of the board, and Joh... Burns, president, announced ye... day.

Profits after Federal income t... were $19,400,000 on sales of $6... 700,000—a new sales record for ... first six months.

After allowance for preferred d... dend, earnings per common share ... 50 per cent from 86 cents in the ... half of 1958 to $1.29 in the c... parable 1959 period.

In the first half of last year, ... company's profits totalled $13,500,... on sales of $542,600,000.

Sales during the second quarte... 1959 amounted to $311,900,000 c... pared with $264,200,000 in the c... parable 1958 period. Net profit a... Federal income taxes totalled $6,5... 000 for the second quarter as c... pared with $4,500,000 for the sa... period last year—an increase of 44 ... cent. Common share earnings in ... three months ended June 30 amoun... to 41 cents compared with 27 c... in the same period in 1958—an ... crease of 52 per cent.

Recording Stars Set To Promote 'Johnny'

Top recording names starring in ... Hal Roach Distribution Corp. rele... "Go, Johnny, Go!" will make perso... appearances in 20 theatres of ... Loew's circuit to promote the lo... engagement. Starting Monday A... Freed will head a caravan featur... Jackie Wilson, Chuck Berry, Jim... Clanton, The Cadillacs, Sandy Stew... and Jo-Ann Campbell.

NEW YORK THEATRE

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Rockefeller Center • Ci 6-4600
AUDREY HEPBURN
In FRED ZINNEMANN'S Production of
"THE NUN'S STORY"
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TENT TALK

Variety Club News

BOSTON—The 1959 Jimmy Fund rive, sponsored by Variety Club of ew England, the motion picture in- stry and Boston Red Sox, got under ay Monday night with a baseball me between the Red Sox and the ilwaukee Braves, with every admis- n given over to the drive.

The chairmen of the five New Eng- ad states called a meeting on July at the Jimmy Building of all the nagers in the area to map plans for s year's drive.

△

PITTSBURGH—Tent No. 1 will ld memorial services on Thursday its Camp O'Connell, near Wexford, the late Father Lawrence O'Con- ll, who founded the camp for under- vileged children in 1938. Father Connell died last April 6.

△

NEW ORLEANS—Tent No. 45 re- tly staged a patio Pool Party at the me of Chief Barker Frank and Ruth is, the latter chairman of the Ladies xiliary.

△

CLEVELAND — Camp Ho-Mita- ta, which is sponsored by Variety ub of Cleveland, will be host today club members and their wives at hich time a financial report on the np will be rendered. The camp is voted solely to the care of diabetic ldren.

et Up Committee or Ohio ITO Meet

Special to THE DAILY

COLUMBUS, O., July 20—Marshall ne, acting president of the Inde- ndent Theatre Owners of Ohio has pointed members of the steering d program committee for the state nvention to be held Oct. 26-27 and at the Deshler-Hilton Hotel, Co- nbus.

The committee includes Jack Arm- ong, Bowling Green; Frank Murphy, ew's Cleveland division manager; n Schultz, Selected Theatres, eveland and Louis Wiethe, Valley eatre, Cincinnati.

Other committees are being se- ted and will be announced soon. has been decided to devote the en- convention time to business-build- ideas and plans. Arrangements being made for outstanding speak- as well as a real "blockbuster" ertainment program, said Ken ckett, executive secretary.

See All Booths Sold At NAC Trade Show

Present indications are that every booth will be sold for the 1959 trade show of the National Association of Concessionaires, according to Philip Lowe, NAC president. To date 107 booths, or better than 60 per cent of all exhibit space, have been reserved. The trade show will be conducted during the conventions of NAC and the Theatre Owners of America, the Sherman Hotel in Chicago, November 8-11.

T. Bailey Widdows

Lowe also announced the appointment of T. Bailey Widdows director of the NAC trade show and convention. Widdows had previously served as executive director of trade shows, conventions and meetings for National Sales Executives. Prior to that post he was convention sales manager for Trans-World Airlines.

'Anatomy' Sets Records In New Engagements

Otto Preminger's "Anatomy of a Murder" continues to break house records in new openings across the country, Columbia said yesterday. It grossed $12,800 for its first three days at the Warner Theatre in Milwaukee for an all-time house record.

In Fort Lauderdale, Fla., the Gateway Theatre grossed $13,500 for its first five days. At the Uptown Theatre in Salt Lake City, the take for the first five days was $8,500.

In Bridgeport, Conn., "Anatomy" rolled up $3,500 at the Beverly Theatre and $3,350 at the Hiway Theatre. The Isle Theatre in Aurora, Illinois registered a record-breaking $5,200 for the first four days.

20 Dates for 'Outlaw'

"Day of the Outlaw," Security Pictures drama for United Artists' release, has been set to open in 20 key cities throughout the nation starting July 22. Bookings during the months of July and August include: Columbus, Buffalo, Springfield, St. Joseph, Lynchburg, Memphis, Seattle, Philadelphia, Harrisburg, Bridgeport, Reading, Lake Charles, Wilmington, Roanoke, Ponca City, Houma, Lafayette, San Antonio and Bluefield.

TOA Meeting

(*Continued from page* 1)

session is called to order Monday morning, Nov. 9.

Co-chairmen of the convention are Gerald J. Shea of New York, Richard Orear of Kansas City, Mo., and Dwight L. Spracher of Seattle, Wash.

Shea is president of Shea Enterprises and Jamestown Amusement Company, operating conventional and drive-in theatres in Massachusetts, New Hampshire, New York, Ohio and Pennsylvania. Orear is president of Commonwealth Amusement Corporation, with theatres in Iowa, Kansas, Missouri, Nebraska and South Dakota, and is also a member of TOA's executive committee. Spracher is affiliated with United Theatres of Washington, and is an officer and chief legislative liaison executive of the Theatre Owners of Washington, Northern Idaho and Alaska.

'John Paul Jones' Has Premiere in Detroit

Special to THE DAILY

DETROIT, July 20.—The first of the 50-state governors' premieres of Samuel Bronston's "John Paul Jones" was held at the Palm State Theatre here today under the sponsorship of Michigan's Governor G. Mennen Williams. The event was tied in with the city's spectacular six-day program in celebration of the Fleet's arrival in Detroit via the new St. Lawrence Seaway.

Premiere festivities started with a parade of Navy, state and city dignitaries, including Governor Williams, Mayor Mariani, of Detroit, and Admiral Taylor, Commander of the Destroyer Force of the U.S. Atlantic Fleet, from the Civic Center to the theatre. Other activities included a demonstration by the crack precision drill team from the Naval Air Station, the "piping aboard" of V.I.P.'s at the theatre, an honor guard of Midshipman from Annapolis and the participation of the Detroit Police Mounted Division and the Police Band.

'Tamango' Bow Set

The Hal Roach release, "Tamango," starring Dorothy Dandridge and Curt Jurgens, will have its American premiere at the Fox Theatre in Detroit on August 19. William R. O'Hare, director of advertising and publicity for the Roach Organization, will leave soon for Detroit to head up an exploitation team preparing for the premiere.

PEOPLE

Walter Kessler, manager of Loew's Ohio Theatre, Columbus, will be guest of honor at the Desert Inn there on July 29 at a testimonial dinner upon his departure for San Francisco, where he soon will take up new duties as manager of the circuit's Warfield Theatre.

□

Art Levy, who took over management of Seaway Distributing Co., Cleveland, during the recent illness of Arthur Goldsmith, has returned to Detroit, where he now is affiliated with **Jan Handy** in a sales capacity.

□

Myrtle Tower has been named assistant sales service manager for WMGM, Loew's Theatres radio station in New York. She will assist **Ted Schneider**, WMGM sales service manager.

□

George H. Wilkinson, Jr., operator of the Wilkinson Theatre, Wallingford, Conn. and president of the MPTO of Connecticut, has been named to the advisory committee of the First Federal Savings and Loan Associations of Meriden and Wallingford. He formerly was president of the Wallingford group.

□

Harold Cummings, a veteran of 30 years in the industry, most recently with Florida State Theatres, has assumed new duties as exploitation manager in Charlotte for 20th Century-Fox.

□

Brock Jones, formerly theatre editor of the *Columbus Star* and more recently associated with the John Barcroft publicity office, has joined the staff of the *Catholic Times*.

Wellman Signed to Make New Picture for Univ.

From THE DAILY Bureau

HOLLYWOOD, July 20—Producer-director William A. Wellman has been signed by Edward Muhl, Universal-International vice-president in charge of production to produce and direct "The S.O.B.'s," which will go before the cameras this fall as a multi-million dollar production.

Constituting another important story acquisition for U-I, "The S.O.B's" is an original by Herbert Margolis and William Raynor and will be scripted by Margolis.

THE GEVAERT CO. OF AMERICA, INC.
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Photographic materials of extraordinary quality for over half a century
Sales Offices and Warehouses at
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6601 N. Lincoln Ave. Lincolnwood, Ill. (Chicago)
6370 Santa Monica Blvd. Los Angeles 38 California
1355 Conant Street Dallas 7 Texas
1925 Blake St. Denver 2 Colorado
A Complete Line of Professional Cine Films

British Tax

(*Continued from page 1*)

efforts and, furthermore, in view of the fact that the rebate amounted to a net gain unaffected by falling attendances the relief should remain exclusively in the hands of the exhibitors.

KRS representatives stated that they were unable to agree and went on to express the view that the renters were entitled to a reasonable share of the remission. They were reinforced in that view having regard to the terms of their contracts with the producers.

At the conclusion of the long debate both sides agreed that they were not competent to make specific recommendations to the members of their respective associations, on the ground that a recommendation would contravene the traditional position in the industry that film hire is a matter of individual negotiation between renter and exhibitor.

Further Study Pledged

The joint committee however pledged itself to give further study to the possibility of evolving a formula for further relieving those small halls specifically referred to by the Chancellor as being in particular difficulty.

A further meeting of the joint committee has been provisionally arranged for July 27.

'Kind' to Be Ready This Year

(*Continued from page 1*)

Academy Award winners Marlon, Anna and Joanne since June 22, and expects to wrap the picture up at the Gold Medal Studios here by mid-August.

Furthermore, Jurow and Shepherd expec to have the United Artists release ready for distribution to theatres before the end of the year. At a trade press conference at Gold Medal yesterday they were of the opinion that their picture, a joint effort with Brando's Pennebaker Productions, would be a serious contender for "Oscar" nominations.

Based on the Williams stage play, "Orpheus Descending," "The Fugitive Kind" is budgeted at around $2,200,000, Jurow said. And more than $1,000,000 of this figure is for talent alone. Brando gets a salary plus his participation, Miss Magnani receives a percentage, as does Williams, and Miss Woodward is working on straight salary.

Although the setting of "The Fugitive Kind" is in the deep south, it is being produced entirely in New York. Exteriors were shot in the upstate township of Milton, which, according ot the producers, closely resembles its Mississippi counterpart in the film. At Gold Medal yesterday, technicians were hard at work at one of the important settings, a general store.

The young producers, whose first effort, "The Hanging Tree," will gross around $5,000,000 world-wide, emphasized the importance of the overseas market in their thinking on "The Fugitive Kind." They feel that the Brando, Magnani, Woodward and Williams names "will generate and attract the most comprehensive world-wide audience interest."

Both here and abroad, the promotional campaign for "The Fugitive Kind" will emphasize national magazines and newspaper supplements, it was reported. Photographer Sam Falk's color coverage of the stars at work will be used extensively in these layouts. UA is making a concerted effort aimed at independent Sunday supplements in addition to the major magazines.

Several Media to Be Used

Important elements of the campaign include extensive use of off-the-amusement page advertising in 30 major markets; three direct mailing campaigns for exhibitors and media representatives; and heavy co-ooperative advertising supported by field activity on local level promotions. In addition, there will be special screenings for selective audience segments and opinion-making groups; tie-ins with schools, colleges, libraries and literary and dramatic societies, and national and local radio-TV saturations in advance of regional openings.

UA's advance thinking on "The Fugitive Kind" parallels that of Jurow and Shepherd, who are also not wasting any time while the picture is shooting. A good part of the picture's musical score is already completed, and director Lumet is doing his own editing as he goes along.

The Jurow-Shepherd motto is "one picture at a time," and they mean it.

"... UA advertises films in the Pictorial Review because there we can stagger the ads to break locally."

— quotation by Roger Lewis, United Artists Picture Corp. *Advertising, Publicity and Exploitation Director,* and published in Variety, July 8, 1959.

Pictorial Sunday Magazine Group

New York Journal-American
Baltimore American
San Francisco Examiner
Pittsburgh Sun-Telegraph
Detroit Times
The Chicago American
Los Angeles Examiner
Milwaukee Sentinel
Seattle Post Intelligencer
Boston Advertiser

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Herbert W. Beyea, President

Continuous Showings Of 'Diary' Set for U.K.

From THE DAILY Bureau

LONDON, July 18. (By Air Mail). —The shortened version of "The Diary of Anne Frank" for continuous performances on general release has been set with the Rank Organization to play North-West London release starting Aug. 10. It will replace "The Man Who Understood Women," which now will be released on the Rank circuit in the autumn.

"Diary" will be prereleased at seaside resorts along the South Coast at the end of this month, and will have its key cities release on August 31.

Miss Jones Ends Tour

SAN ANTONIO, Tex., July 20.— Carolyn Jones, star of Paramount's "Last Train from Gun Hill," has returned to Hollywoood following a Texas promotion tour on behalf of the picture, in which she shares top billing with Kirk Douglas and Anthony Quinn. Herself a native Texan, Miss Jones visited Dallas, Fort Worth, Houston, San Antonio and Austin in conjunction with "Last Train" openings.

Town Council in Ohio Drops Theatre Tax

Special to THE DAILY

NEWARK, O., July 20. — New City Council unanimously scrapp the admissions tax on local theat and the license requirement for bo ing alleys. The ordinance to rem the tax and license fee clears way for annexation of a 21st Str area that will enable the city build a wider street. Owners o theatre and bowling alley in the a objected to annexation because of tax and fee.

Start Hospital Drive In Cleveland Area

Special to THE DAILY

CLEVELAND, July 20—With tributor chairman Norman Weitm Universal branch manager, presid the Will Rogers Hospital drive started late last week at a meeting branch mangers. Jules Livingston, cently returned from a tour of Hospital, told them about its expan medical services and building ne

A meeting with salesmen is be held today at which time kits will distributed and operating instructi given.

Audience collections, Weitman s may be made any time during year, preferably during the run o big grossing picture with large au ences. Frank Murphy, Loew thea division manager and exhibitor ch man, suggested the appointment key city co-chairmen to aid salesm in following up signed pledges. T plan was adopted. It was announ that all Loew's and Warner theat will make audience collections.

'Ben-Hur' Sold Out N Four Nights in Bosto

Special to THE DAILY

BOSTON, July 20. — Althou Metro-Goldwyn-Mayer's "Ben-H won't open at the Saxon Theatre h until December, the first four nig of the engagement have already b sold out. Sam Richman, top execut at the theatre, announced that John Hancock Insurance Company Boston has bought up the house theatre parties on the opening nig of the engagement.

Veteran showmen here say it's first time they can remember a th tre selling out for a film even bef the picture has had its first sn preview.

David Jacobs Dies

Funeral services were held h yesterday for David Jacobs, 70, tired chief electrician of Loe Theatres, who died Sunday of he ailment. He was one of the circu oldest employees in point of servi having been employed by the Marcus Loew in 1906. He retired 1957. He is survived by a son, Llo chief electrician for Loew's Theatr his widow and a daughter.

GM Earnings

(*Continued from page* 1)

ations and to resume the payment ividends.

or the 12-week period ended June onsolidated net earnings were 59,000 or 51 cents per share, as pared with a loss of $106,000 in previous year's third quarter.

ll divisions of Loew's Inc. are ating profitably in the current ." Vogel said, "and each division 's an improvement over last year. contrast is particularly signifi- in the film production-distribu- operations which earned $5,- 00 before interest and Federal ne taxes in the 40 weeks of 1959, as compared to a loss 7,114,000 in the 40 weeks ended 5, 1958."

gel also told the stockholders at a recent meeting the board irectors, subject to stockholder oval, voted for the granting of cted stock options to key per- l. The options would involve ggregate of 131,000 shares of company's common stock, the n price being 100 per cent of average daily market price be- n March 12, 1959 and May 27, , or $30.25 per share.

gel also noted the early release n outstanding group of motion res headed by "Ben-Hur." ng the others are "North by hwest," "It Started with a Kiss," er So Few," "The Wreck of the Deare," and "Home from the

ttlieb, Zeltner

(*Continued from page* 1)

years of experience in motion re distribution, Byrne said.

ttlieb, a 38-year veteran, be- working for Metro-Goldwyn- r in the booking departments of Buffalo, Cleveland and Detroit hes, 1928-33. Then he became esman at the Pittsburgh office n 1945 took over as that branch's ger. In 1951 he became New Metroplitan district manager. new position gives him super- n over the Albany, Boston, Buf- New Haven, New York and delphia branches.

ltner joined the company 23 ago as assistant manager of 's Hollywood Theatre, New followed by sales positions in lo, Pittsburgh, Chicago and New He was appointed New York h manager in 1958.

rgument Granted

(*Continued from page* 1)

York Supreme Court Justice Epstein here yesterday.

tice Epstein said that last week's ary judgment for $813,570 d Loew's still stands, but that nt will be deferred until the me of the reargument. The case es contract obligations entered y KTVR, Inc., Colorado Corp. hibition of the MGM film li- Founders and Radio Hawaii they no longer control KTVR.

Siegel Setting

(*Continued from page* 1)

British production program for the company.

"Prior to this," said Siegel to newsmen, "we have had a hit or miss policy in British production. We are now to try to set up a regular production program which will be substantially in excess of what we have done before."

Siegel envisages that if the program moves forward as planned, his company will set up some form of training school for stars in Britain. "It has always amazed me," he said, "that more talent hasn't emerged from Britain."

The Metro investment in British production could be in the neighborhood of $10 to 18 millions. The money would come partly from dollar investment and partly from earnings in Britain, the production chief said.

The company already owns the MGM-British Studios at Elstree with seven stages totalling 80,000 square feet.

Leaving for the Continent

Siegel leaves for the Continent this week. He anticipates returning here in the course of two weeks when he hopes to have completed a tentative program to take back to Hollywood. He then expects to make what he describes as a "firm statement" within 30 days.

Siegel revealed that a film version of Sir Winston Churchill's life story has been stopped at the instance of Sir Winston himself. A script by a well known English playwright was submitted recently for his approval. But Sir Winston did not like it.

Meanwhile, it is learned authoritatively from other sources that a breakaway is pending between MGM here and the powerful Associated British Circuit. For a number of years MGM pictures have had a virtually automatic release on ABC.

See 'Hot' in Record

(*Continued from page* 1)

mestic playdates in just 16 weeks. The only United Artists release to exceed the estimated domestic gross for "Some Like It Hot" is "Around the World in 80 Days," which was a hard-ticket attraction in the majority of its engagements.

Bogeaus to Make Two More for Inter Cont.

From THE DAILY Bureau

HOLLYWOOD, July 20—Two additional films have been announced for production this year by producer Benedict E. Bogeaus for distribution thru Inter Continent Releasing Organization. The first project to go before the cameras will be "The Gold Bug." Principal photography has tentatively been scheduled to begin on Sept. 28.

"Time Zone," based on an H. G. Wells thriller, will be Bogeaus' second upcoming project. ICRO, of which J. R. Grainger is president, will soon release Bogeaus' recently completed "Jet Over the Atlantic."

Mrs. Dolgin Elected to Park St. Circuit Board

Special to THE DAILY

HARTFORD, July 20.—Mrs. Helen Dolgin, widow of Hartford film industry pioneer Joseph Dolgin, has been elected secretary and director, and her son, Albert, assistant secretary and director of the Park St. Investment Company, owners of five suburban Hartford theatres. At the same time, Mrs. Dolgin takes over managership of the Lyric Theatre, Hartford, part of the Park properties. In addition, to the Lyric, Park properties include the Art, Central, Colonial and Lenox.

Other Directors Named

Mrs. Dolgin's election to the board of directors fills the vacancy created by her husband's recent death, and the younger Dolgin's name has been newly-added to the board. Other directors are A. M. Schuman, Louis Goldschmidt Jr., Joseph Silver, Atty. Isadore Waxman, president; Leon Schuman, vice-president and treasurer; Dr. Raymond Beckwith, and Arthur N. Schuman.

Reopen Hartford House

HARTFORD, July 20. — Community Theatres will reopen its shuttered first-run Art Theatre here after Labor Day.

Another New England house, the Mohawk, North Adams, Mass., has closed for an indefinite period of remodeling.

Token Strike

(*Continued from page* 1)

ducers Association and NATKE's negotiating committee. The latter arrived without the union's general secretary, Sir Tom O'Brien.

BFPA refused to continue the discussions in O'Brien absence. The disgruntled NATKE men, alleging that BFPA was willfully adopting delaying tactics, ordered a token strike without O'Brien's cognizance.

No information is available concerning O'Brien's attitude or, indeed, regarding the reason for his absence from last Wednesday's meeting, for he invariably is in the forefront of his union's activities. It is known, however, that he has been summoned to a union meeting tonight.

Three Subjects for Discussion

The union has three points for discussion with BFPA: first, the setting up of a joint manpower committee controlling redundancies; second, wage differentials between common grades of workers in Associated Cine Technicians and NATKE, and, thirdly, alleged anomalies in working hours.

Change 'Denim' Date

Twentieth Century-Fox's "Blue Denim," will begin its world premiere engagement July 30 at the Victoria Theatre here instead of July 29 as previously announced.

"If individual motion pictures must be handled differently it is also evident that individual cities and newspapers present differing problems." Unhesitatingly Krushen declares that the Hearst chain is the most consistently cooperative publishing organization. "They understand our needs."

—from a quotation by Mori Krushen, *Exploitation Manager*, United Artists Picture Corp., and published in Variety, June 24, 1959.

Pictorial Sunday Magazine Group

New York Journal-American
Baltimore American
San Froncisco Exominer
Pittsburgh Sun-Telegroph
Detroit Times
The Chicogo American
Los Angeles Exominer
Milwaukee Sentinel
Seattle Post Intelligencer
Boston Advertiser

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Herbert W. Beyea, President

Television Today

Du Pont 'Show of Month' Announces 4 Specials

The first four Du Pont "Shows of the Month" to be presented on the CBS Television Network during the 1959-60 season of specials were announced yesterday: They are: "Body and Soul," Graham Greene's "The Fallen Idol," Sinclair Lewis' "Arrowsmith," and Charles Dickens' "Oliver Twist." The four programs, to be presented as 90-minute dramas live from New York, will be produced by David Susskind for Talent Associates, Ltd.

"Body and Soul" will launch the third season of the Du Pont "Show of the Month" series, Monday, Sept. 28 (8:30-10:00 P.M., EDT). The television drama will be adapted by Eliot Asinof from the hit screenplay.

"The Fallen Idol" will be adapted by Audrey Gellen and Jacqueline Babbin for presentation on Wednesday, Oct. 14 (8:30-10:00 P.M., EDT).

'Arrowsmith' on Nov. 9

"Arrowsmith" will be presented on Monday, Nov. 9 (9:30-11:00 P.M., EST). Phil Reisman, Jr., who has written a number of original teleplays for such series as "Studio One" and "Armstrong Circle Theatre," is dramaitzing the Lewis novel for television.

Dickens' "Oliver Twist" will be the Du Pont "Show of the Month" on Friday, Dec. 4 (7:30-9:00 P.M., EST). The television dramatization will be written by Michael Dyne, the young English playwright who adapted Dickens' "A Tale of Two Cities" for the Du Pont "Show of the Month" last season as well as writing the British television version of Dickens' "A Christmas Carol."

Britain's Associated TV Reports High Profit

From THE DAILY Bureau

LONDON, July 20. — Associated Television, program contractors in London on Saturdays and Sundays and in the Midlands from Mondays to Fridays, announce group profits before tax in the just completed year of £5,316,493. For the previous year the profit before tax was £3,665,909.

A final dividend of 60 per cent is declared making one hundred per cent for the year.

THE BIG
AN ALBERT ZUGSMITH PRODUCTION from M-G-M

means "THE BIG OPERATOR"
TOUGH AND TERRIFIC!

New Canada Company Planning TV Series

Special to THE DAILY

TORONTO, July 20. — The formation of Trans-Video Productions, Ltd., which is now completing the first film musical to be produced in Canada has been announced here. It is headed by Joseph B. Dunkelman, formerly president of Telepix, Ltd., and vice-president of Screen Gems (Canada) Ltd. Associated with him are Robert Maxwell and Rudy Abel.

The company's studios are being leased from Audio Pictures and have available 28,000 square feet of working space.

Lloyd's Signed for One

The company is preparing TV series on National Velvet, Lloyd's of London, a yet untitled series on sports car racing and a series on forest rangers.

Jerry Franken Named NTA P.R. Director

Jerry Franken has been named director of public relations for National Telefilm Associates, it was announced by Lester Krugman, vice-president in charge of advertising and public relations. Harry Algus continues as press director for the company.

Franken joined NTA in February of this year when the company acquired Gross-Krasne-Sillerman, Inc. where he was assistant to the president. Prior to joining GKS, Franken was public relations director for Television Programs of America; with Lester Lewis Associates; radio-television editor of *The Billboard*, and on the staffs of *Variety* and *The New York Times*.

Appoint Friendly Exec. Producer, CBS Reports

Appointment of Fred W. Friendly as executive producer of "CBS Reports," a special series of hour-long informational broadcasts to be presented in prime evening time over the CBS Television Network, it was announced by Sig Mickelson, CBS vice-president and general manager of CBS News.

Friendly will supervise the various production units assigned to "CBS Reports." He will continue as co-producer of "Small World," which enters its second season this fall.

Desilu Meet Today

HOLLYWOOD, July 20.—The annual public stockholders' meeting of Desilu Productions, Inc., will be held tomorrow at 11 A.M. at the company's head office here. Desilu president Desi Arnaz will report on affairs of the corporation, and directors will be elected for next year.

FEATURE REVIEW

The Beasts of Marseilles

Rank—Lopert

HARTFORD, Conn., July 20

The competent Stephen Boyd, fast-assuming top quality casting importance on this side of the Atlantic—via 20th-Fox's "Woman Obsessed" and other "A" releases—is the principal player, along with such known and respected character actors as James Robertson Justice, in this Rank Organization production, distributed under the Lopert banner in the U.S.

Within a fast-moving, suspense-building 70 minutes, the effective John B. Aines screenplay, produced by Daniel M. Angel and directed by Hugo Fregonese, tells a dramatically compelling tale of international intrigue against Marseilles, France, background. (Aines' screenplay, by way of exploitation assistance, was based on the novel, "The Seven Thunders," by Rupert Croft-Cooks.)

Two British prisoners-of-war, one of them Boyd, are smuggled into the notorious "Old Quarter" of Marseilles by an Italian fisherman, soon finding themselves in the midst of plotting and counter-plotting the likes of which would be difficult to comprehend were it not for the fact that Marseillles evolved as the world's leading market for "secret" information during World War II.

Edward Joseph served as production manager.

Running time, 70 minutes. Adult classification. Release, in July.

A. M. W.

Desert Desperados

RKO—States Rights

HARTFORD, Conn., Jul

One of the few new rel emanating from RKO, this seem mis-titled Italian import has mo do with the Biblical era than wh first glance would infer American ern adventure.

Ruth Roman, the American ac and Akim Tamiroff, who's strode camera in both the U.S. and Eu are the best-known people in this Nasht-Venturini production, on a story and subsequent screer by Victor Stolloff and Robert Steve Sekely has guided, with ticed precision, a predominantly ropean roster of thespians against Italian and Egyptian backgrounds principal script theme that of a some beauty (Miss Roman), and possible part in desert intrigue tha to rescue of Judeans in the tim King Herod. There is, as anticip in this type of adventure in the ands, much scurrying to and fro harsh punishment meted out.

At the fadeout, Miss Roman's k off, as are most of the characters have gone before, and the pitiful l of Judeans goes forth into the with a newborn infant who may come the Messiah.

The foreign craftsmen's dubbing English rates well above similar from overseas production centers. Running time, 81 minutes. Ge classification. Release, in July.

A. M.

Canada Single Service TV Policy Ends Sept. 15

Special to THE DAILY

TORONTO, July 20.—Long awaited and now complete is the announcement that Canada's single-service TV policy, in effect since 1952, will end Sept. 15. An announcement was made in the House of Commons by Revenue Minister Nowlan that the Board of Broadcast Governors will begin to consider applications for private TV stations in areas now served exclusively by the publicly-owned Canadian Broadcasting Corp.

There was no indication of how soon after Sept. 15 the applications for second stations would be considered, but it is understood hearings will be held before the end of the year. Licenses would be approved early in 1960 and some new stations, including one in Toronto, probably would be operating by next summer.

Sekely to London

HOLLYWOOD, July 20. — Steve Sekely will leave here tomorrow for London to complete negotiations for Security Pictures on co-production with Sidney Box of Phillip Yordan's screenplay, "The Day of the Triffids," based on Philip Wyndham's English novel.

Make Compromise O Police in Theatres

Special to THE DAILY

NEWINGTON, Conn., July 20— Tolis and Polycrates Davey, ow of the Newington Theatre, reached a compromise agreement officials in this suburban Hart town, concerning theatre police erage.

The exhibitors, who challenge town ordinance requiring police on duty at certain times in the seat, subsequent-run theatre, agreed to place an officer on duty day and Saturday nights, plus den's matinees with the cost of lice services to be footed by theatre.

They said: "This guy s where Capone left off
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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 15 NEW YORK, U.S.A., WEDNESDAY, JULY 22, 1959 TEN CENTS

Cooperation

British Join in Theatre Improvement

Will Coordinate Efforts With Council Drive Here

The program of the Council for the Improvement of Theatres and Motion Picture Projection took on an international aspect yesterday with agreement between the Council and the British Film Producers Association to coordinate their efforts to achieve better motion picture presentation.

George G. Kerastoes, president of Theatre Owners of America, which has been administering the Council's program, disclosed that he had received a request for coordination from the British Association, and had immediately pledged close liaison.

While the British group's work is primarily with the improvement of sound, Kerasotes told R. F. Frost of the B.F.P.A.'s General Secretary's office, that:

"At a future date, when our new

(*Continued on page 4*)

Report Indiana Allied Ceasing to Function

Special to THE DAILY

CLEVELAND, Ohio, July 21.—Allied Theatre Owners of Indiana has ceased to function as an organization, it was reported here today by Marshall Fine, acting president of Independent Theatre Owners of Ohio.

Disclosure of the folding of the na-

(*Continued on page 6*)

October Premieres for U.S.-Soviet Films Set

Approximately simultaneous premieres of the Soviet and American films in the cultural exchange agreement are planned now for October in Washington and Moscow. Earlier, it had been expected the premieres might be held in September.

"Marty" will be the premiere pic-

(*Continued on page 2*)

TELEVISION TODAY—page 5

Goldwyn Contemplates Putting Film 'Failures' Into Single Package for Sale to Television

Special to THE DAILY

SAN FRANCISCO, July 21.—Samuel Goldwyn let a small cat out of the bag here today when he said what he might do anent his stock pile of films as yet not released for exhibition on television. For more than a year Goldwyn has insisted TV will never get his pictures "until the price is right."

In town with Mrs. Goldwyn to supervise personally the exploitation of Wednesday night's Northern California premier of "Porgy and Bess" at the Coronet Theatre, Goldwyn tossed a press luncheon. During the course of the affair he modestly admitted that within his long producing career he had made some pictures that were commercial flops.

"Name of few of your failures," a reporter suggested.

"That is my secret," Goldwyn retorted, "but I am contemplating putting them together in one package and selling them to television."

Ask Action Now on Out-of-State Taxing

Special to THE DAILY

WASHINGTON, July 21.—Business groups called on Congress to act this year to limit the right of states to tax out-of-state businesses.

They told the Senate Finance Committee that recent Supreme Court decisions permitting states to tax out-of-state business firms would bring "chaos and confusion." The committee is holding two days of hearings on the subject and is expected to hear more of the same testimony tomorrow. A House Judiciary Subcommittee is also studying the problems at the present time.

Most bills pending in the Senate and House would exclude from state taxes all earnings derived from interstate commerce where there is no

(*Continued on page 5*)

Finance Committee For Compo Organized

Formation of a Compo finance committee has been completed by the Compo triumvirate, it was announced yesterday by Charles E. McCarthy of the Compo office. The organization had a financial committee several years ago which was permitted to lapse. Compo is now reviving it.

Ben Marcus of Milwaukee, who represents national Allied on the Compo governing committee, will be chairman of the new group. Other members will be W. C. Michel, of 20th Century-Fox, representing MPAA; Solomon M. Strausberg, representing MMPTA; Albert Pickus, representing TOA, and Julius Sanders, representing ITOA.

It is expected that the first meeting of the committee will be held shortly.

Hunter, Talking New Universal Pact, Advances Plans for Five Pictures

(Picture on Page 2)

Ross Hunter, the success of whose recent pictures have made him the fair-haired producer at Universal City, at the moment has plans for at least five more to follow "Pillow Talk," which he has just completed.

Meeting with trade press representatives for luncheon at 21 Club here yesterday, Hunter said his next probably will be a new version of "Back Street," one of Universal's most successful "woman's pictures" of an earlier day. The 37-year-old producer has a box office winner going now in "Imitation of Life," which also was a Universal hit of yesteryear. Presently, it shows signs of becoming Universal's all-time high grosser.

Since joining Universal in 1951, Hunter has to his credit in addition to the new "Imitation," his production of "Magnificent Obsession," which at the moment in Universal's record books ranks second to "The Glenn Miller Story" in grosses; he has "Battle Hymn," another winner; "All That Heaven Allows," a money picture; "Tammy," whose success gave Universal a respite when things looked dark several years ago.

As a "pack," his are among the

(*Continued on page 2*)

In RKO in '52

Report Stolkin Eyes Deal For Republic

Carter Denies Knowledge; Nothing 'Imminent' Seen

Ralph Stolkin, Chicago industrialist, who seven years ago was a leading member of a syndicate which acquired RKO Corp. from Howard Hughes, is widely reported in financial circles to be interested in acquiring control of Republic Pictures through financial arrangements with Victor Carter, its president for the past three weeks.

Questioned concerning the reports on his arrival here from the Coast yesterday, Carter dismissed them with a curt "I do not even know Ralph Stolkin." The latter, who was in New York on Monday, could not be reached for comment yesterday.

The reports, which are not being accepted in Wall Street and industry quarters with undue seriousness, are that Stolkin has approached bankers and brokerage houses seeking financial backing for a proposed merger of his

(*Continued on page 5*)

Predicts Attendance Gains Will Continue

Special to THE DAILY

RIDLEY PARK, Pa., July 21.—Drive-in theatre attendance, which was 10.5 per cent above June, 1958, is pacing the industry "to its first real upturn in a decade" and the present level is expected to continue throughout the year, it was stated today in a weekly report issued by Sindlinger & Co.

Sindlinger said that overall attend-

(*Continued on page 6*)

400 Citations Issued In 'Blue Law' Violation

Special to THE DAILY

SPARTANBURG, S. C., July 21.—City and county law enforcement authorities issued nearly 400 citations Sunday for violations of the Sabbath "blue laws." Those cited posted bonds of $1 each and were ordered to appear in magistrate's court. Area theatres re-

(*Continued on page 4*)

PERSONAL MENTION

JOHN L. BURNS, president of Radio Corp. of America, and THOMAS J. DEEGAN, Jr., a business associate, left here yesterday for Moscow.

•

HERBERT L. GOLDEN, United Artists vice-president in charge of operations, and president of United Artists Television, returned to New York yesterday from Hollywood.

•

LINDA BARBARA GOODMAN, daughter of BERNARD R. GOODMAN, vice-president of Warner Brothers, will be married in the autumn to STEVEN LAIFMAN of Westwood, Cal.

•

DONALD ALBERY, managing director of Wyndham Theatres of Great Britain, has arrived in New York from London via B.O.A.C.

•

JILL CARAS, wife of ROGER CARAS, Columbia Pictures radio-TV representative, gave birth to a boy this week at Booth Memorial Hospital in Flushing.

•

DANA WYNTER will leave New York tonight for London via B.O.A.C.

•

MARCELLE DAVIS, of United Artists, Atlanta, will be married on Saturday to SANFORD KOHN at Zebilon Baptist Church, Toccoa, Ga.

'Nun's Story,' 'No.-N.W.' Win at San Sebastian

"The Nun's Story," Warner Bros. release, won the Golden Sea Shell first prize at the San Sebastian, Spain, Film Festival which ended Monday night. M-G-M's "North by Northwest" was awarded the second prize Silver Sea Shell.

Audrey Hepburn was voted best actress for her work in "The Nun's Story."

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NATIONAL SCREEN SERVICE
TOPS IN TRAILERS!

AT THE UNIVERSAL LUNCHEON yesterday: Phil Gerard, Ross Hunter, and Charles Simonelli.

Hunter Planning Five Films

(*Continued from page* 1)

company's best-grossing pictures, but he frankly admits there were a few clinkers in between.

It is common knowledge in Hollywood and New York that every studio would like to add Hunter to its producer roster. His contract with Universal has four years to go but, in view of the degree of success his films have attained, its terms currently are being renegotiated. Hunter expressed optimism over an acceptable outcome, saying he wants to remain with "U" and feels the studio is making a genuine effort to be fair.

"When I first joined Universal after an unsuccessful career as a very bad actor," Hunter observed, "the studio policy was to turn them out as fast as we could and not worry too much about the result. Now, the objective is quality. We do the best job we possibly can on every picture and, of course, we make fewer of them.

"I'm convinced it's the right policy. The public wants quality today."

Hunter said he enjoys doing remakes of outstanding pictures of earlier years because the popular ingredients are there and need only be presented in modern dress.

"I don't make pictures for the critics," he said. "They don't pay to see them. I make my pictures for the public. I've found the public still wants glamour on the screen but the characters must have something with which the audience can identify itself. I try to put something for every one in every picture."

"Pillow Talk," shown to Universal's sales executives' meeting in Chicago last week in a first rough print form, was enthusiastically received. It is scheduled for October release. If Hunter is unable to start "Back Street" this fall he will, instead, go to England to make "Matilda Shouted Fire," a stage hit throughout that country. Doris Day will be starred.

Others on his list include "Elephant Hill," with Susan Hayward, to be made in India; "Peter and Catherine," a story of Russia in the 1500s, and "Little Eva," a Sandra Dee starrer, which he may do "right away."

N.E. Allied Affiliate Booking Film Short

Special to THE DAILY

BOSTON, July 21.—For the first time in its history, Independent Exhibitors, Inc., of New England, a unit of National Allied, is booking a film for consumption in New England theatres. The film is a Ted Williams sports short showing the famous baseball player battling dolphin, bonito and marlin in Puerto Rican waters.

In color with a musical background, it is narrated by Curt Gowdy, and runs 11 minutes. Early in August it will play key cities in six New England states.

Soviet-U.S. Films

(*Continued from page* 1)

ture in Moscow and the Soviet's "The Cranes Are Flying" in Washington.

The pictures included in the agreement will be released on a staggered schedule, singly, following the premieres. There are seven Soviet films and 10 U.S. films in the agreement.

Folliard Elected

BALTIMORE, Md., July 21.—Robert J. Folliard, former district manager for RKO Radio Pictures and Rank Film Distributors of America, has been elected vice-president of Rappaport Theatres here.

Col. Production At All-Time High

From THE DAILY Bureau

HOLLYWOOD, July 21. — Columbia production at the studio here will reach an all-time high on Aug. when five features representing an estimated $11,500,000 production investment will be filmed at the studio's Hollywood facilities according to Samuel J. Briskin, vice-president in charge of studio operations.

Two William Goetz productions "The Franz Liszt Story" and "The Mountain Road," which have been locationing, are scheduled to return to the studio on Aug. 3. "Who Was That Lady?", Ansark-George Sidney production, continues to film at the studio following a July 13 start, as does "The Gene Krupa Story," a Philip A. Waxman production.

Drexel Films' "Because They're Young," new title for "Harrison High," will begin principal photography Aug. 3.

Four Slated Overseas

Four films will be in production for Columbia release overseas Aug. 3, giving the company a record number of nine features before the cameras on one day. The four overseas are Carol Reed's "Our Man in Havana," Sam Spiegel's "Suddenly, Last Summer," Charles Schneer's "Gulliver's Travels" and Warwick's "Jazz Boat."

Six additional films are being readied for starts during the balance of August and the month of September. These include Fred Kohlmar's "Wackiest Ship in the Army," "The Caves of Night," Cornel Wilde's initial Theodora production, Hal Bartlett's "All the Young Men," "Strangers When We Meet," Richard Quine's first independent production "Who Is Sylvia?", a Corona-Arwin production, and "The Tiger Among Us," which Boris D. Kaplan will produce.

Bill Brown Dies

WORCESTER, Mass., July 21.—Bill Brown, 47, manager at the Park Theatre here for many years, died suddenly yesterday of a heart attack. He is survived by his widow and a daughter Joyce.

'3 Men' Booked Here

The Hal Roach release, "3 Men in a Boat," will premiere at the 68th Street Playhouse here on July 28.

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FILMED IN GAY, ROMANTIC SPAIN IN COLOR!

Co-Starring
GUSTAVO ROJO · EVA GABOR · FRED CLARK
with
EDGAR BUCHANAN · CHARLES LEDERER · Screen Play by · Story by VALENTINE DAVIES · In CinemaScope and METROCOLOR · GEORGE MARSHALL · Directed by · AARON ROSENBERG · Produced by

British Joining

(*Continued from page* 1)

program of providing free technical advice to theatre owners to improve their presentation of pictures and physical comfort of their theatres is firmly established, the Council will move into broader areas. We expect to seek standardization of projection processes (without hindering development of new processes), and to encourage the development of new methods of both picture projection and sound presentation, which would be unique to theatres and which the public could not obtain anywhere else but at a motion picture theatre. When we enter this phase of our program, the experience of your committees, and coordination with your program, will become most important."

Declaring "we shall be delighted to keep you appraised of the Council's program," Kerasotes told Frost, "it was a great pleasure to learn that segments of the British motion picture industry are also actively working towards the improvement of motion picture presentation."

Frost's letter follows:

"Consequent upon complaints to this Association about the quality of films, both British and foreign, shown in cinemas, and particularly the standard of sound reproduction, our Studio Sound Committee at a meeting on 21st October, 1958, recommended our Executive Council to set up an All Industry Committee to consider means by which the standard of exhibition in cinemas could be improved. This recommendation was adopted on 5th November, 1958, and an All Industry Committee was set up by this Association to investigate sound reproduction, and by the British Kinematograph Society to investigate picture presentation and matters related thereto. Several meetings of the Committees have already been held but the investigations are still continuing.

"You will appreciate, I am sure, the interest and gratification felt particularly by our Committee on the formation of your Council. I have been asked to convey our Committee's greetings and sincere wishes for the success of the work of your Council, and to ask if it is intended that its work will be similar to our Committee's and if so, whether, at a later stage, our draft recommendations on the means by which improvements might be made, could be exchanged for comments to obviate the likelihood of any diversions in the recommendations causing confusions."

REVIEW:

A Private's Affair

20th-Fox—CinemaScope

HERE IS A BRIGHT, past-paced, romantic comedy-with-music, nicely designed for escape-seeking Summer audiences. "A Private's Affair" stars some of the best and/or most popular young talent in Hollywood today: Sal Mineo, Christine Carere, Gary Crosby and an especially talented newcomer named Barry Coe. It is, in fact, Coe's picture since the title refers to a wildly improbable but very amusing plot mix-up which has him, a buck private, mistakenly married to the first woman Assistant Secretary of the Army. Don't ask how it happens; just sit back and enjoy it.

The screenplay by Winston Miller, based on a story by Ray Livingston Murphy, follows the adventures of three quite different draftees during their first hectic months in the Army. Mineo is a somewhat "beat," bop-talking type from New York City; Crosby, a girl-chasing rancher from Oregon, and Coe, a pleasant, studious college boy from New England. Their basic training is eased when a TV producer, Jim Backus, decides to feature the three boys on a show spotlighting Army talent. It's at this point that the Terrible Mistake occurs, and Coe, who is in the hospital suffering from laryngitus, wakes up with a strange hallucination that he has married the Assistant Secretary of the Army (played with delightful mock gravity by Jesse Royce Landis).

How the problems are straightened out need not be gone into here. At the fadeout all the youngsters are properly paired off: Mineo and Terry Moore, Coe and Miss Carere, and Crosby and pretty TV newcomer, Barbara Eden. Adding lilt to the film are three song numbers by Jimmy McHugh, Jay Livingston and Ray Evans: "The Same Old Army," "36-24-36" and "Warm and Willing." The best is the irreverent "Same Old Army," which the three male stars deliver with gusto.

The excellent supporting cast, in addition to Backus and Miss Landis, includes Robert Burton, as the disbelieving general in charge of the base where most of the adventures take place, and Alan Hewitt, as the psychiatrist who can't quite overcome his professional pleasure when he hears Coe's strange story of love and marriage to a Pentagon official. Perhaps the film's funniest moment, however, is provided by a chimpanzee act, Marquis and Family.

The picture has been handsomely photographed in CinemaScope and De Luxe color. David Weisbart produced and Raoul Walsh directed the 20th-Fox production.

Running time, 92 minutes. General classification. Release, in August.

VINCENT CANBY

400 Citations

(*Continued from page* 1)

mained dark in line with a previously announced policy to give law enforcement authorities an opportunity to carry out their promise to strictly enforce the "blue laws" here.

County police reported 283 cases were made in 149 places of business and the city police reported 100 citations, the bulk of which were for violating the South Carolina law against working on Sundays. Maximum sentence spelled out in the law is a $1 fine.

Many Services Maintained

With one exception, it is reported that all of Spartanburg drug stores were open for business, along with curb markets, ice cream bars, peanut vendors and a china shop, also numerous gasoline service stations throughout the city and county.

Only one theatre manager could be contacted here and he declined to comment on plans for next Sunday. He did indicate that some sort of announcement would be forthcoming during the week.

Report 'Dooley' Grosses Surpassing 'Sinbad'

Columbia's "The Legend of Tom Dooley," in its first key city engagements following the record-breaking openings in the Carolina territory, is running 15 to 50 per cent ahead of the top-grossing Columbia release of last Christmas, "The Seventh Voyage of Sinbad," the company said yesterday.

For the four-day weekend, "The Legend of Tom Dooley" grossed $7,000 at the Metropolitan Theatre in Houston; $5,000 at the Paramount Theatre in Atlanta; and $3,500 at the Crosstown Theatre in Memphis. In Chattanooga, day and date engagements at the Capitol Theatre, Broad St. Drive-In and 58th St. Drive-In grossed a total of $3,500 for three days.

New 'Circus' Party

The Roxy Theatre will have as guests today at the 10 A.M. showing of "The Big Circus" 2,000 boys and girls from Jewish, Protestant and Catholic organizations. The first "Big Circus" children's party last Friday was a big success.

Michigan Allied Seeks Exhibitors' B-B Ideas

Special to THE DAILY

DETROIT, July 21.—To the e hibitor submitting in writing the be business-building suggestion for i dustry use will be presented a troph at the annual convention of Allie Theatres of Michigan to be held Sep 23-24. The trophy has been donate by Lee Artos of Electro Carbon C A contestant may submit as man ideas as he desires and will be give opportunity during the convention f oral amplification.

The winning idea, it is stated b Milton London, Michigan Allied pre ident, will be given national publicit

Kroger Babb to MCP As Advertising Head

From THE DAILY Bureau

HOLLYWOOD, July 21. — Krog Babb, veteran specialist in exploit tion films, has been signed by MC Film Distributing Co. to head its a vertising and exploitation departmer

Bleeden, Morheim and Switzer w continue as public relations counse ors, it was announced by Micha Miller, MCP executive.

Preview of 'Holiday'

More than 200 newspaper trav editors and South American corre pondents will attend a special pr view of 20th Century-Fox's "Holida For Lovers" tomorrow, at the fil company's Little Theatre. The shov ing is being jointly sponsored by Fo and Pan-American World Airways part of the celebration surroundin the airline's inaugural jet service b tween Buenos Aires and New York

Castle Starts Tour

HOLLYWOOD, July 21. — Fo lowing an invitational press previe tonight of "The Tingler," produce director William Castle left for Ne York on the first leg of a persona appearance tour which will have hi covering seven key cities on behal of his initial William Castle and As sociates production for Columbi Pictures release.

Wheaton Rites Today

DETROIT, July 21. — Funera services will be held tomorrow at th Shrine of the Little Flower for Nor man Wheaton, Detroit theatre man ager for many years, who died at hi home here Sunday following a hear attack. Interment will take place a Holy Sepulchre Cemetery. Surviving are his widow, Arlene, a son and two daughters.

Al Simms to AIR Post

HOLLYWOOD, July 21. — A Simms, a veteran of the music field has been signed by American Inter national Records as assistant to gen eral manager Don Leon. Simms ha left for New York to record singer Joe Mangano, just signed by AIR and to scout other new talent.

Republic Deal

(*Continued from page* 1)

own company with Republic, control of which would be held by the Stolkin organization. Carter and associates acquired control of Republic from Herbert J. Yates and associates on July I.

A reliable financial source yesterday said he regarded the Stolkin moves as a "hunting expedition" from which nothing imminent need be expected. "I am sure there have been some discussions," he said, "and I am equally sure nothing is ripe."

A regular meeting of the Republic board is scheduled for next Wednesday. New directors were elected to the board on July 1 to give effect to the change in control. However, Carter since has kept the identities of the new directors secret, although immediately following their election he promised reporters a statement "within a day or two."

To Reveal Directors Later

Asked again yesterday for the names of the new directors, Carter said this information along with word of his administration's plans will be released "in a week or two."

"I have only been in here about two weeks," he commented. "I haven't had time to familiarize myself with anything yet."

Stolkin, in association with his father-in-law, A. L. Koolish, and others, purchased RKO from Hughes in late 1952, relinquishing it a month later following adverse publicity. RKO ownership reverted to Hughes, who subsequently sold it to General Tire & Rubber Co.

Stolkin later severed business relations with his father-in-law.

Ask Action Now

(*Continued from page* 1)

business establishment in the state. The Supreme Court in effect upheld the right of states to levy a non-discriminatory income tax on earnings derived from interstate commerce, whether the firm has an establishment in the state or merely sells to companies in the state.

The National Association of Manufacturers said it places "great emphasis on the need for a positive guideline by which both business and state and local governments could assimilate with reasonable certainty their compliance and collective responsibility."

Senate Small Business Committee chairman Sparkman (D., Ala.) urged the finance committee to approve a bill sponsored by his committee to limit the right of the states to tax firms that don't have an establishment in the state, and to set up a special commission to study the entire problem.

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AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

GILLETTE will pick up the NBCheck Monday, Aug. 3, when the second all-star baseball game will be telecast from the Los Angeles Coliseum thru Maxon Agency. . . . Broadway-ites are rooting out loud for Jack Benny to be on hand when the Lambs honor his old sidekick, Phil Baker, with a "Night" on Saturday, Sept. 26. . . . When Bill Bendix, Hans Conreid and Teddy Rooney co-star in the Rexall TV Special "The Ransom of Red Chief" on the NBChannels it'll be a return engagement for Bill who appeared as an extra when this O. Henry story was filmed at the Vitagraph Studios in B'klyn 47 years ago. . . . An important national sponsor is ready to sign up the clever show, "The Ad-Libbers" which several seasons ago had been CBSeen. Produced by Hal Persons, the Wm. Van Praag package features the clowning and thespiantics of Kaye Ballard, Peter Donald, Gretchen Wyler as regulars supported by various guests. This one, up-dated and revised, can prove to be one of the aces of the fall season. . . . Bud Wendell, former deejay and newscaster at KYW (Cleveland) has been upped to program director succeeding Mark Olds who comes to N.Y. to head WNEW's programming. . . . Suzie Lee, the TVenus of Verona, N.J. who's as easy on the orbs as on the ears, is getting experience emoting in "Showboat," currently at the Pinebrook Show Tent in Jersey. . . . Remember that famous line, . . . but spell my name right! unquote: well, in Monday's pillar, in printing the fine work he's been "KFSDoing in San Diego" we forgot to name Bill Gentri, as the party (Gentrifugal force, no doubt.) . . . College Athlete Floyd Simmons signed with the Henry Willson Agency last Friday who submitted him for a Co-CBStarring role in "The Line-up" teleseries the following Monday. He was signed Tuesday and on Wednesday Willson started to seek a new name for Simmons. . . .

☆ ☆ ☆

Back in 1948 an Ork Pilot named McGuire, learned to like the Town House in Gloucester City, N.J. where he was featured. Three months ago Mac, now a successful dejay at WPEN, Phila., purchasd the Town House thus emulating a couple of other w.k. bandleaders, namely Paul Taubman, Mine Host at the famous Penthouse in Gotham and Vaughn Monroe of the Meadows in Framingham, Mass. both of whom cased the respective joints while employed there. . . . And while in Philly, we might say that Bud Brees, breezed into the studio Monday from a two-week vacation, drenched by the torrential rainstorm which even flooded Red Benson's Cheltenham swimming pool. . . . Continuing the "Philadelphia Story" Doug Arthur turned in so eloquent a pitch (two weeks) for a travel sponsor on Hawaii, that he completely WCAUght his own fancy. Next week he flies to the 50th State on his own vacation. . . . Helene Kane, who made music history in the 20's and 30's with her "Boop-boop-a-doop" rhythms and "flapper" movies for Paramount, will guestrill on Joe Franklin's "Memory Lane" program TVia WABC, Mon., Aug. 3 (10-10:30 ayem.) . . . Tee-hee. Rob't. Q. Lewis knows a wrestler who was disqualified the other night.—he DIDN'T belt the referee. (was the referee a little feller called "Brooklyn"—and does he hail from Yonkers?) . . . Dick ABClark will celebrate the second anniversary of his sensational TV'er with the Aug. 5 stanza of "American Bandstand."

Weiner Joins MGM-TV In Commercial Prod.

Len Weiner has joined MGM-TV as sales representative for the commercial production department, it was announced by Bill Gibbs, director of MGM-TV's Commercial Production Division. Weiner, who previously headed his own commercial film company, Dee Jay Productions, has just returned from MGM's Culver City Studios where he spent a week meeting with key personnel.

He will be contacting advertising agencies in New York and will represent MGM-TV for commercial production both at Culver City and at the new studios to be located here at 550 Fifth Avenue.

NTA 'Grand Jury' Set In 44 TV Markets

The D-X Sunray Oil Co. of Tulsa, Okla., will sponsor NTA's "Grand Jury" television series in 44 Midwest markets, marking the second major regional sale by NTA Program Sales during the past week. Announcement of the D-X Sunray sponsorship was made in a joint statement by Gene W. Dennis, air media director of the Potts-Woodbury advertising agency of Kansas City, Mo., and Michael M. Sillerman, president of NTA Program Sales.

Last week Anheuser-Busch, Inc., brewers of Budweiser Beer, renewed for a second year, sponsorship of NTA's "U.S. Marshal" which they are currently using in 93 television markets. The "Grand Jury" program, under D-X Sunray's sponsorship, is scheduled to go on the air beginning Jan. 1, 1960.

Desilu 3-Mo. Profit Equals Entire Year

From THE DAILY Bureau

HOLLYWOOD, July 21.—Desilu Productions, Inc., stockholders were told by company president Desi Arnaz today that first quarter profits for the current fiscal year would be equal to those for the entire last fiscal year. Arnaz, speaking before the first annual public shareholders' meeting at Desilu's Hollywood studio, reported that the quarterly increase was estimated on tabulation of the company's current contracts, which will amount to not less than $23,500,000—an increase of $3,000,000 or 15 per cent over the last fiscal year.

An even brighter profit picture for the second quarter was predicted by Arnaz. "At the end of the first six months of this fiscal year," he explained, "we estimate that the profits will be more than double the 22 cents per share earned during the fiscal year ended May 2, 1959. I must emphasize that these profits do not include the anticipated profits on future usage of our backlog of shows. This backlog is being increased during the current season by approximately 69 per cent to a total of 944 half-hours of filmed product available for re-use in this country and also for foreign release."

No Payments on Class B

Desilu anticipates that it will continue to maintain a quarterly dividend rate of at least 15 cents per share on common stock, Arnaz stated. No dividends have been paid on the Class B common stock which he and Lucille Ball Arnaz own, he said.

Other business conducted during the meeting was adoption of a restricted stock option plan designed to provide creative, production and other key personnel with additional incentive by granting such employees options.

Elected to the board of directors of the corporation for one year were Desi Arnaz, Lucille Ball Arnaz, Martin N. Leeds, Edwin E. Holly and A. Charles Schwartz.

Hyman Business Report

Edward L. Hyman, American Broadcasting - Paramount Theatres vice-president, will report to trade press representatives on current business developments and future product at a luncheon at AB-PT headquarters here today.

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National Pre-Selling

Building advance interest

"THEY CAME TO CORDURA," a William Goetz production for Columbia release, received considerable pre-selling assistance from a full page front cover by noted caricaturist Jacques Kapralik on "Pictorial Review's" July 12 issue.

Gary Cooper, Rita Hayworth, Van Heflin, Tab Hunter, Richard Conte and Michael Callan, the film's stars, are featured on the cover of "Pictorial Review," magazine supplement of the Hearst newspapers.

•

In the squashy hours of a gay night on the town one of the most exciting things that can happen to a girl in New York is to be plunged into the fountain in front of the serenely elegant Plaza Hotel. It startles the passers by, slows the traffic and, some say, even causes the old nags who draw the cabs through Central Park to neigh yeah.

Suzy Parker, star of "Best of Everything," was being plunged into the Plaza's fountain, as she played her part in this new 20th-Fox film when "Life's" photographer Richard Avedon made interesting scenes of the escapade. They appear in the July 20 issue of "Life."

•

"The Five Pennies" starring Danny Kaye playing Red Nichols, was selected by "Redbook" as the picture of the month for August.

•

The featured players in "Darby O'Gill and The Little People" are leprechauns, a band of little men 21 inches tall, who delight in tricking the mortals who live near the mountain. This live action Walt Disney film is reviewed by Richard Marek in the July issue of "McCall's."

•

Audrey Hepburn, interviewed for the July issue of "Seventeen," said "working in a leper colony in the Belgian Congo while filming 'The Nun's Story' was one of the most inspiring things in my life. It is terrible, of course, to see someone without a leg, with fingers eaten away by leprosy. You see these things, yes, but they are not important things. Because of the human spirit, patients and doctors have such hope."

•

"The Rabbit Trap" is a film based on the theme in which a father finds it necessary to walk off his job to free his son's pet rabbit. Ernest Borgnine plays the father in the film, reviewed in the July "Good Housekeeping."

•

According to the reviewer of "Middle of the Night" in the August issue of "Coronet," Fredric March's brilliant performance is of Academy Award calibre."

WALTER HAAS

They said: "This guy starts where Capone left off!"
THE BIG

means "THE BIG OPERATOR"
An Albert Zugsmith Production.
In association with Fryman Enterprises. From M-G-M.

REVIEW:

The Scapegoat

Du Maurier—Guinness Prod.—MGM

ALEC GUINNESS is an actor noted for tackling unconventional parts; his gallery of film portraits ranges from the odious Fagin in "Oliver Twist" to the complex Colonel Nicholson of "The Bridge on the River Kwai," for which he won an Academy Award. His impressive talent has won a loyal and worldwide following, which is the audience that will be most eager to see "The Scapegoat," in which he again has an unusual role.

In addition this film will appeal to readers of the Daphne Du Maurier novel on which the script is based. Some strong acting talent appears in the picture with Guinness, including the illustrious Bette Davis in a brief part (she has only three scenes); the brilliant Irene Worth and Pamela Brown of the English stage; and the attractive French star Nicole Maurey.

In one of his pictures, "Kind Hearts and Coronets," Guinness acted eight different parts; this time he has a dual role. He portrays both an English professor on vacation in Paris and a French nobleman whom the former strongly resembles. The plot "gimmick" is that the Englishman is tricked into taking over the identity of the Frenchman and carries off the masquerade so well that the latter's own family and friends—with one exception—are completely deceived.

Whether or not Guinness has fully succeeded in carrying out this difficult acting assignment will be a point of debate with his fans. Some will surely applaud his performance; others may feel it lacks sufficient virtuosity and drive to make the audience believe the fantastic business of one man stepping so completely into the shoes of another so unlike himself except for a physical resemblance (a foreigner, too boot!) and deceiving the man's own wife, mother, child and sister in the process.

THOSE WHO can suspend original disbelief and accept the premise, however, should be intrigued by further developments in the script Gore Vidal and Robert Hamer have written from the Du Maurier novel. It is quite a disordered and mixed-up household in which the Englishman finds himself. The mother, played by Miss Davis in grotesque makeup, is a domineering old dowager with an addiction to morphine which she expects her son to supply. The wife, played by Miss Worth, is alternately spiteful and loving before she finally commits suicide. The daughter, portrayed by Annabel Bartlett, is an intense and neurotic little girl, and the sister, played by Miss Brown, is strangely bitter, too. As a matter of fact these characters are so interesting one wishes they were more thoroughly developed in the script.

Before the Frenchman unexpectedly returns to claim his position the Englishman has got involved with all these people, made changes in the plans for the family business, and fallen in love with the mistress of his look-alike (the attractive Miss Maurey has this role). The ending is ambiguous and different from the novel. The Frenchman returns and confronts the Englishman; they exchange pistol shots in a darkened room; and in the final scene it is apparently the Englishman who takes Miss Maurey into his arms. One can only assume that the Frenchman is dead and his double is going to take over his identity on a permanent basis.

A Du-Maurier-Guinness Production, "The Scapegoat" was produced by Michael Balcon and partially filmed on location in the Loire Valley of France. Hamer also directed.

Running time, 92 minutes. General classification. Release, in August.

RICHARD GERTNER

Attendanc

(*Continued from page* 1)

ance figures have now exceeded t posted last year for 20 succe weeks. During the week ended Ju for example, total attendance at t tres was 59,600,000. This was per cent above the comparable in 1958. Not since early February 1959 attendance fallen below recorded in 1958, it was pointed

According to this week's Sindli activity report, attendance at all wall and drive-in theatres across country was up 17.3 per cent in and 6 per cent in June. Drive-in tendance, however, rose even sharply, causing the Sindlinger ganization to attribute the indus continuing success to growth in drive-in market.

Sindlinger Cites Surveys

Explaining his prediction that present level of attendance will tinue the rest of the year, Albe Sindlinger, president of Sindling Co., said: "Studies presently conducted by our field staff for production and exhibition clients cate that certain films, schedule release during the remainer of year, currently have greater comb potential than any group of films had during the past five years."

Films cited by the firm's presi include "Ben-Hur" and "They C to Cordura," due for release "The Big Fisherman," scheduled distribution on a reserved seat in August; "Solomon and She slated for debut at Christmas; "On the Beach," to be released ar Thanksgiving.

Report Ind. Allied

(*Continued from page* 1)

tional Allied affilaite came simult ously with the announcement Kenneth Prickett, who has been ecutive secretary for both the Ind and Ohio groups, is now appoi full-time secretary of the Ohio ex tor organization. Prickett will his headquarters in Columbus.

Other officers of the Indiana or zation included Richard T. Loc president; J. R. Pell, vice-presid Rex Carr, treasurer, and Truemar Rembusch, alternate national dire

Drive-In Has Trouble

ALBANY, Ore., July 21.—Exces 96 degree heat was ascribed as c ing a blow-out of a transforme Albany Drive-In Theatre, voiding night features. Some 200 patrons v refunded admissions. The theatr part of the Art Adamson chain.

THE BIG
AN ALBERT ZUGS PRODUCTION

means "THE BIG OPERATO
TOUGH AND TERRIFIC!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 86, NO. 16 NEW YORK, U.S.A., THURSDAY, JULY 23, 1959 TEN CENTS

yman's Report

ees Quality Releases at ligh for Year

ith Fall Exhibition Drive, els 1959 Will Be Tops

A minimum of 100 features and r specials will be released from w to the end of the year, Edward L. Hyman, American Broadcasting-Paramount Theatres vice-president, told trade press representatives at a luncheon in the company's home office dining room here yesterday.

lward L. Hyman

The AB-PT executive's report was the ult of continuing observation of production and release plans of ne national producing-distributing mpanies in connection with his

(*Continued on page* 4)

ees 12 to 15 AB-PT ouses with 70mm.

American Broadcasting-Paramount eatres is proceeding with its pro- am of equipping suitable houses ound the country for 70mm. pro- tion, with a total of 12 to 15 such tallations either completed or anned.

One of the installations will be at

(*Continued on page* 4)

Murder' Official U.S. ntry in Venice Festival

Otto Preminger's "Anatomy of a urder" has been selected as the of- ial U.S. entry for the Venice Film stival slated for August 23-Sep- nber 6, according to word received

(*Continued on page* 3)

ELEVISION TODAY—page 6

Elect Three New UAVice-Presidents

The elections of James R. Velde, Roger H. Lewis and Louis Lober as vice-presidents of United Artists Corp. were announced yesterday by Arthur B. Krim, president.

Velde has been elevated from general sales manager to vice-president in charge of domestic sales. Lewis moves from his present post of national director of advertising, publicity and exploitation to vice-president in charge of advertising, publicity and exploitation. Lober, formerly general manager of the foreign department, has been

(*Continued on page* 3)

'Story' Only Problem In Hollywood: Logan

By SAMUEL D. BERNS

HOLLYWOOD, July 22. — "It's a crime if you don't do a good job in Hollywood, with all of the expert technicians at hand," Joshua Logan today, told the trade press at a Warner Brothers studio conference to herald the start of his independent

(*Continued on page* 6)

Davies Again Will Be 'Oscar' Show Chairman

From THE DAILY Bureau

HOLLYWOOD, July 22. — Valentine Davies has been unanimously selected by the board of governors of the Academy of Motion Picture Arts

(*Continued on page* 3)

Judiciary Subcommittee Makes Decision

Senate Won't Hold 'White Paper' Probe

Allied Members Told Complaints Are Same As Heard by SBC 3 Years Ago

The Senate Judiciary subcommittee has decided that it will not hold hearings on Allied States Association's "white paper" complaints against major film distributors and the Justice Department.

This decision is being reported in letters now going out to the numerous Allied members who sent their complaints against distributor practices to the anti-monopoly sub-committee, it was learned here yesterday. The sub-committee is headed by Sen. Kefauver (D., Tenn.) and has been Allied's main hope for getting a Congressional hearing on its problems.

The letters declare that although the volume of evidence received by the sub-committee is "impressive," the content of the complaints is substantially the same as those which spurred a Senate Small Business Committee hearing three years ago. This has been Kefauver's feeling all along. The subcommittee has now officially decided, though, that unless there is

(*Continued on page* 2)

NSS Introduces New Promotion Publication

National Screen Service has introduced a new promotional publication entitled "Screen Time, containing exploitation and sales aids for exhibitors, descriptions of special announcement trailers, and other features. In prepara-

(*Continued on page* 6)

Norm Prescott Joining Embassy as Vice-Pres.

Norm Prescott, well known as a disk jockey on radio station WBZ, Boston, has been signed by Embassy Pictures Corp. as vice-president in charge of merchandising, it has been announced by Joseph E. Levine, Embassy president.

Prescott will move his family to New York and will headquarter at the Embassy offices here. He will

(*Continued on page* 6)

Compo Forms Committee For Program Planning

To strengthen further Compo's operational structure, the Compo Governing Committee, consisting of Abe Montague, Sam Pinanski and Ben Marcus, has completed the formation of a program planning committee, it

(*Continued on page* 6)

AB-PT's Second Quarter Theatre Net Best Since 1955, and Trend Continues

American Broadcasting-Paramount Theatres' net from theatre operations for the second quarter of 1959, ended June 30, was the best second quarter for the company since 1955, Edward L. Hyman, vice-president, told a trade press luncheon conference at the home office yesterday.

In addition, Hyman said, the month of June was the best in net earnings from theatre operations since June, 1954.

The 27th week of 1959, which included the July 4 three-day holiday weekend, was "far ahead" of last year for AB-PT theatre operations, he added.

Unqualifiedly optimistic, Hyman said he expects the upturn to continue through the current summer and that with a greater than ordinary number of quality releases set for the fall, and a nationwide exhibition business drive to promote and merchandise them on schedule, he said, he is confident that 1959 will be the best year for exhibition in some time.

"We have been going through a transition period," he said. "It is just possible that we are beginning to emerge from it now."

Double-Barrelled Showmanship

A special feature of this week's "Motion Picture Herald," out tomorrow, will be an extensive treatment of two 20th Century-Fox merchandising campaigns. Issued as Section Two of the "Herald," the 24-page section treats in detail the publicity, advertising and exploitation campaigns prepared or being planned for 20th-Fox' "Blue Denim" and "The Blue Angel."

PERSONAL MENTION

TURNER B. SHELTON, director of the U.S. Information Agency, will leave Washington Tuesday for a tour of American Embassies in Asia, Africa and Europe.

•

EDMUND C. DEBERRY, assistant to HUGH OWEN, Paramount Distributing vice-president, was in Philadelphia yesterday from New York.

•

IRVING WORMSER, president of Continental Distributing, Inc., left New York yesterday for London and Paris.

•

DICK POWELL returned to New York from London yesterday via B.O.A.C.

•

JOHN H. STEMBLER, president of Georgia Theatres, has left Atlanta to attend a meeting of the Reserve Officers Association in Washington.

•

DONALD G. SCHINE, of the Schine Circuit, Gloversville, N. Y., has left there for a vacation in Europe.

•

CARY GRANT will return to New York today from Boston.

•

PAUL H. PREO and E. E. MOYER, of the experiments division, Eastman Kodak Co., are in Atlanta this week from Rochester.

•

VINCENT PRICE will leave here today for London via B.O.A.C.

•

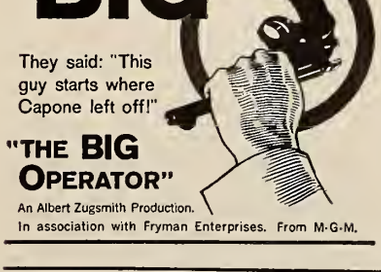
ROSEMARY PASCALE, secretary to HUGH OWEN, vice-president of Paramount Film Distributing Corp., has announced her engagement to NEIL DAVINO, Jr.

•

W. B. HAMAKER, Jr., of the Starlite and Four-Lane drive-in theatres, Murfreesboro, Tenn., has left there with his wife and daughter for a vacation in New Orleans and Florida.

•

MRS. H. P. VINSON has given birth to a son in Columbia, Tenn. Father is a drive-in operator in the area.



Officer Remunerations For Loew's Theatres

From THE DAILY Bureau

WASHINGTON, July 22. — Estimated renumerations for the officers of Loew's Theatres, Inc. for the fiscal year ending August 31, 1959 are reported by the company in papers filed with the Securities and Exchange Commission here.

Leopold Friedman, now chairman of the board, will receive $106,200, while Eugene Picker, now president, will be paid $78,000. John F. Murphy, currently executive vice-president, is down for $57,000, and Arthur M. Tolchin, vice-president and head of radio station WMGM, New York City, will receive $52,000.

Share in WMGM Profits

Tolchin's contract also calls for a participation in the profits of WMGM, it is reported. In addition to his $1,000 per week salary, he receives a sum equal to one-third of the first $75,000 of annual net profits derived by Loew's Theatres from WMGM, as well as 12.5 per cent of net profits in excess of $75,000. Tolchin's participation income is payable to him five years after the year of accrual, and for the year ending August 31, 1959, it is estimated that his share of WMGM profits will amount to about $105,000. Tolchin entered into his contract on September 1, 1954, and it continues through August 31, 1960.

In the employment contracts of Picker and Murphy, it is revealed that each will receive a substantial income following the termination of their services with the company, provided they do not join a competitor company and that they render advisory services to Loew's Theatres. Picker will receive $500 per week and Murphy $350 per week, each for a period equal to the number of weeks elapsed since the signing of their employment contracts and their termination of service.

Report Covers 1955-1958

The Loew's Theatres report to the SEC also reveals operating revenues and other income for the years 1955 through 1958, when the company was still a part of the Loew's Inc. empire. Not previously differentiated from over-all Loew's Inc. financial reports, these figures are as follows: 1958—operating revenues, $42,522,036, net earnings, $1,967,490; 1957—revenues, $42,593,060, earnings, $1,660,133; 1956—revenues, $46,498,374, earnings, $2,149,950; 1955—revenues, $49,811,212, earnings, $2,369,468.

'Hole' Does $78,229

United Artists' "A Hole in the Head" rolled up a big $78,229 for its first week at the Loew's State Theatre here.

'White Paper'

(*Continued from page 1*)

considerably new and different evidence offered, it cannot hold hearings because the Small Business Committee has already acted.

The sub-committee's letters also point out that it has passed on to the Justice Department every complaint received and that Justice has replied to all the complaints that it sees no violation of the anti-trust laws. The sub-committee feels that as long as this is the Justice Department's attitude, it provides an additional reason for feeling that hearings would be pointless.

Presumably, if Allied comes up with complaints that the sub-committee finds substantially different from the earlier one, and if there is a change in the Justice Department's attitude, the committee might be persuaded to hold hearings next session.

The refusal of the Senate Judiciary sub-committee to hold hearings may well cause some Allied officials to look to some other Congressional committee for assistance. One Allied official said that the organization was now canvassing the situation on the Hill.

National Effort Made

Allied nationally, and its units in all parts of the country, individually, have worked for almost an entire year to get a Congressional hearng on its "white paper" charges. A grass roots campaign was organized to contact Senators and Congressmen to gain support for such a hearing.

The drive has been Allied's "rallying cry" at national and local conventions and it agreed to join in the American Congress of Exhibitors last fall only on the specific understanding that such participation would not in any way deter it from pursuing its "white paper" campaign as it saw fit.

The setback is a major one for Allied and its leadership.

The somewhat similar charges against distribution and the Justice Department made by Allied several years ago and heard by the Senate Small Business subcommittee were rejected in major part by the latter following the hearings. The subcommittee took a "plague on both your houses" attitude after hearing both exhibition and distribution witnesses and urged the industry to settle its own differences internally.

Reopens After 5 Years

CHARLOTTE, N. C., July 22.—The Astor Theatre in North Charlotte, dark for the past five or six years, will reopen Friday. The Sears Realty Co. owns and will operate the theatre. Both first- and second-run attractions will be shown, a company spokesman said. New seats and equipment have been installed. The house seats about 450 persons.

TENT TAL

Variety Club News

ALBANY — Variety Club's C Thacher Fund was enriched by 000 as a result of appeals to liste on radio station WABY here by jockey Bob Martin, who broad his appeal from atop a 90-foot at the Westgate Shopping Ce staying on the platform four days

△

BOSTON — Sixty-five chiefs police from the State of Connec this week made an official tou the Jimmy Fund Hospital of the riety Club's Children's Cancer search Foundation. The visit lowed the unanimous vote of Police Association to support fund in alliance with other law forcement agencies and theatre

S.C. Exhibitors Study New 'Blue Law' Actio

Special to THE DAILY

SPARTANBURG, S. C., July Spartanburg County was all but rounded by open theatres last Sun but local operators who rema closed said today they were u cided about what will happen next Sunday.

Bob Talbert, manager of the C lina, Spartanburg's largest m house, was quoted as saying he ticipated a meeting of his "for some time this week to decide what will be done with reference the "blue law" situation here. In D ington, Boyd Bailey opened his t tre in the face of an unserved junction issued by Judge J. W. L there. The Darlington jurist issue temporary restraining order to prol the illegal showing of movies t but it was not served until Monda

The order was issued at the req of Darlington Mayor Thomas Buch an and members of the city cou It is understood a hearing is sched for Friday.

A survey reveals that Sun movies are now available in Tr N. C., to the north of Spartanb Greenville on the west, and Cher County on the east.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. F Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. H wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. M Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7- Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Galla Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

nited Artists

(*Continued from page* 1)

ted vice-president in charge of for- operations. The three posts are ly created.

n announcing the series of execu- promotions, Krim stated, "It is h a great deal of satisfaction and le that I am able to note that these h have served with United Artists ing our last eight years of expan- . Their election reflects the same it of growth internally that the pany has been able to achieve in entertainment industry."

Joined Company in 1951

elde, a native of Blomington, Ill., educated at Illinois Wesleyan versity, entered the film industry 1934 as a shipper with Paramount ures. He held a series of sales s with Paramount, the Selznick easing Organization and Eagle n Films before coming to United sts as Western district manager 951. He was elevated to the post general manager for the company 956.

ewis, born in New York City, was cated at U.C.L.A. and Columbia versity. After serving as an office in the advertising and publicity artment of Warner Brothers, he med the post of special assistant 0th Century-Fox's director of ad- ising, publicity and exploitation. was later creative director and -president of the Monroe Green- advertising agency. Lewis joined as advertising manager in 1952 was named national director of ertising, publicity and exploitation 956.

Lober Native of England

ober, born in London, England, re- ed his education in the United es. In 1929, immediately after ing MGM, he was appointed Near t Manager with headquarters in pt. Following the Second World r, Lober rejoined Loew's Interna- al Corporation as regional director Europe and the Middle East. After ing with Warner Brothers in s, he joined United Artists in 1951 ontinental manager. In January of 3. Lober was named general man- of United Artists' foreign depart- t.

ur to Make Tours On half of 'Ben-Hur'

letro-Goldwyn-Mayer has sched- William Wyler, Charlton Hes- Haya Harareet, and Martha Scott tours in advance of the opening of n-Hur." The production will have world premiere at Loew's new e Theatre in New York late this followed by premieres in other cities soon after.

Wyler, who directed the film, will New York, Chicago, and other s to assist in the exploitation cam- ns. Heston, who has the title role; Harareet, who has the feminine , and Miss Scott, who appears as -Hur's mother, will travel to open- in Boston, Philadelphia, Detroit, hington, Atlanta, Dallas and Pitts- h—as well as New York.

Three Win Vice-Presidencies at UA

James R. Velde

Roger H. Lewis

Louis Lober

Paper Features Visit Of Fox Branch Heads

Special to THE DAILY

GLOVERSVILLE, N. Y., July 22.—The *Gloversville Leader-Herald* printed a revealing feature story—with a photograph—reporting the comments of four 20th Century-Fox branch managers on a visit to Schine Circuit offices, about stronger product, improved grosses and coming technical advances in screens and lenses.

The three-column picture showed the quartet—Clayton C. Pantages, Albany manager and special liaison on sales for Fox with Schine; Ray Schmertz, Cleveland manager; Charles B. Kosco, Buffalo manager, and Ira Sichelman, Washington manager—with George V. Lynch, chief buyer for Schine. They were shown looking over material for "South Pacific," "Blue Denim," "Holiday for Lovers" and "Private's Affair."

Seymour L. Morris, director of publicity and exploitation for Schine Theatres, helped to arrange the interview.

7% of GPEC Net From Theatre Equipment

From THE DAILY Bureau

WASHINGTON, July 22.—During the three months ended March 31, General Precision Equipment Corporation realized only seven per cent of its total consolidated net sales from motion picture theatre equipment, it has been reported to the Securities & Exchange Commission here. Defense technology accounted for 72 per cent of sales, industrial equipment and controls for 18 per cent, and consumer products for three per cent.

For comparison purposes, it is noted that in the year 1954, General Precision received 20 per cent of net sales from motion picture theatre equipment. This figure dropped to 10 per cent in 1956 and has held at the present seven per cent since last year.

NT, NTA Stock Report

WASHINGTON, July 22.—As of June 30, National Theatres owned 1,114,636 shares of the outstanding 1,257,306 shares of common stock of National Telefilm Associates, it is reported in papers filed with the Securities and Exchange Commission here. Also as of June 30, National Theatres had acquired 346,590 of the 441,105 outstanding common stock purchase warrants issued by NTA.

Skouras to See 'Blue' Magazine Proofs Today

Thomas Shepard, vice-president of *Look Magazine,* is due to arrive in Moscow today with the first proofs of the special sections on "The Blue Angel," which will appear in both *Look* and *Life,* to show to 20th president Spyros P. Skouras.

Skouras will view the layouts today, prior to meeting vice - president Richard Nixon, who arrives to open the American exhibition.

Shepard will also meet with Skouras to discuss promotional plans between *Look* and 20th on behalf of the special sections which will appear in *Look* and *Life* in mid-August. A vast *Life*-20th promotion is also underway.

Sections were devised by vice-president Charles Einfeld's advertising department.

Walter Heller Earnings Show Six-Month Gain

Special to THE DAILY

CHICAGO, July 22. — Net earnings of Walter E. Heller & Company, commercial financiers and factors of Chicago and New York, were $2,058,727 after taxes in the six months ended June 30, 1959, compared with $1,744,081 in the same period a year ago, Walter E. Heller, president, reported today. The 1959 first half earnings were equal to $1.28 per share on 1,483,959 common shares outstanding, after preferred dividend payments of $159,419. This compares with per-share earnings of $1.12 in the first six months of 1958, based on 1,413,502 shares and after preferred dividend requirements of $160,983.

Davies Chairman

(*Continued from page* 1)

and Sciences to repeat as Awards Program Committee Chairman for the 32nd annual "Oscar" presentations, it was announced by B. B. Kahane, Academy president.

Davies, first vice-president of the Academy during 1958-59, held the awards chairman post for the past two years and was producer of the 29th Academy Awards presentations show in 1957. He will have over-all responsibility for next year's awards program, Kahane said.

PEOPLE

Milton Lewis, for more than 20 years a talent scout for Paramount, has joined Columbia Pictures in the same capacity at that company's studios. In joining Columbia he has deferred his plans to produce "Curtain Time," a TV series.

□

Wayne Carignan, a veteran of 25 years of service with 20th Century-Fox in Albany, N. Y., has been promoted from head shipper to assistant booker, succeeding **Douglas Hermans,** who was promoted to head booker following the resignation of **Richard Young.**

□

Ed Rubin, who has been in charge of the special events and concerts department of Music Corp. of America, has joined the personal management firm of Stan Greeson Associates, Inc., as vice-president in charge of the New York office.

□

Rayburn Wright, chief arranger at the Radio City Music Hall, is on leave of absence from the theatre to conduct an arranger's laboratory workshop at the Eastman School of Music, Rochester, at which professional musicians are employed to demonstrate the students' scores.

□

Al Vialardi has been named manager of the Mayfair Theatre here.

'Murder' to Venice

(*Continued from page* 1)

from the Festival Committee in Venice here yesterday.

The selection of the Otto Preminger production marks the second major international film festival this year for which a Columbia release has been chosen the official American entry. In May, "Middle of the Night" represented the U.S. at the Cannes Film Festival.

More light + slower burn= lower costs

NATIONAL TRADE MARK

PROJECTOR CARBONS

22 K.C. Theatres Now Playing 1st-Run Films

Special to THE DAILY

KANSAS CITY, Mo., July 22. — In view of exhibitor complaints about the increasing shortage of product and the shrinkage of the entertainment dollar, the first-run theatre situation here this week is drawing wide interest and comment in motion picture circles.

Of the 46 theatres, indoor houses and drive-ins, in the Greater Kansas City area, 22 are playing first-run attractions. The nearly 50-50 percentage sets a new mark for the number of theatres in Kansas City playing first-run features in a given week.

AB-PT Houses

(*Continued from page* 1)

the AB-PT-operated Indian Drive-In at Phoenix, Ariz., according to Edward L. Hyman, vice-president. He said he believes it will be the first drive-in anywhere so equipped. An installation was completed recently at the Madison, Detroit, and one is under way at the Des Moines, Des Moines.

The installation at the Indian Drive-In is part of an extensive remodelling operation there which will increase the capacity from the present 1,350 cars to 1,700, Hyman said.

He observed that 70mm. equipment is becoming a very competitive field, with equipment less difficult to obtain than heretofore.

"An assurance of a steady supply of pictures would really start something in this field," he said, noting that more 70mm. productions are being included in company planning for the future.

Serve Third Round of 'Blue Law' Warrants

Special to THE DAILY

ANDERSON, S. C., July 22.—Three Anderson drive-in theatre operators this week were served with a third round of warrants charging violation of the Sunday "blue laws." County Judge Earl Rice, who issued the first warrants, is on vacation, and is not scheduled to return to the city until Saturday. The two subsequent sets of warrants were issued by Magistrate Bruce Davis, who says that he feels that a hearing should be held on the first warrants before he sets any hearings on the two latest groups.

Hyman Report

(*Continued from page* 1)

campaign to eliminate "orphan" release periods through orderly distribution of product.

Hyman emphasized, as he has done before, that he does not consider the mere number of pictures to be either significant or important any longer.

"It is quality that counts," he said, "because quality product earns maximum playing time in all theatres. There is an exceptionally high percentage of quality pictures on the release schedules of all nine companies for the period from July to the 1959 year end."

End-of-Year Drive Set

At Hyman's planning, exhibitors in all parts of the country are being lined up for a nationwide exhibition drive for the September to year end period, which is normally a slump period for many theatres after the end of summer, reopening of schools and return to the air of stronger television competition.

Hyman has urged the special exhibition merchandising effort as an exhibitor duty in return for distributor cooperation in scheduling an increased number of quality releases for the normally weaker box office period. He has conducted, appeared at or inspired meetings of exhibitors in numerous key cities in recent months at which local plans for the fall exhibition drive were started.

To Stress Quality Product

"The underlying theme of the drive," he said, "is to focus attention on theatres and movies and in particular, the quality product which will be available during the drive period."

The release schedules of the nine companies, compiled by Hyman, have been distributed to the exhibitors who have endorsed his orderly distribution efforts and are supporting the September to year end drive. The schedules can be used in planning the best possible attractions for the drive period, he pointed out.

Citing increased theatre attendance in the first half of the year, Hyman said that all indications point to continued gains throughout the remainder of the summer. With the quality product lined up for fall and with effective exhibitor cooperation in the September to year end business drive, he prophesied one of the best years for exhibition in some time.

Looks Ahead to Spring

His next objective, Hyman said, will be to win distributor cooperation in setting an increased number of quality releases for the spring slump period, from April into June. He will visit Hollywood in late October or early November to compile as much data as possible on pictures likely to be ready for the April-June period.

The success of the exhibition drive to start in September, he said, will have much to do with the effectiveness of efforts made to obtain more quality product for the spring slump period next year. Eventually, he said, the complete elimination of "orphan periods" may be obtained and "there will be something good going for us every month in the year."

The last half release schedule compiled by Hyman showed the following in prospect, which Hyman predicted will be at least 95 per cent accurate: Allied Artists, 7 to 12 releases; Buena Vista, 4 plus the sp cial, "Big Fisherman"; Columbia, 2 plus the special, "Porgy and Bess MGM, 12, plus the special, "Be Hur"; Paramount, 9; 20th Centu Fox, 15; United Artists, 17; Univers 6 plus the special, "Spartacus," a Warners, 10.

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; Col, Calumbia; MGM, Metro-Goldwyn-Mayer; Par, Paramount; 20-Fax, 20th Century-Fax; UA, United Artists; Uni, Universal; WB, Warner Bras.; c, colar; cs, CinemaScape; te, Technirama; vv, VistaVisian; rs, Regalscape.

► JULY

AA—THE BIG CIRCUS, c, cs: Victor Mature, Rhonda Fleming
AA—BATTLE FLAME: Elaine Edwards, Scott Brady
AA—SURRENDER HELL: Keith Andes, Susan Cabot
AIP—DIARY OF A HIGH SCHOOL BRIDE: Anita Sands, Ronald Foster
AIP—THE GHOST OF DRAGSTRIP HOLLOW: Jody Fair, Russ Bender
BV—DARBY O'GILL AND THE LITTLE PEOPLE, c: Janet Munro, Sean Connery
COL—MIDDLE OF THE NIGHT: Kim Novak, Fredric March
COL—ANATOMY OF A MURDER: James Stewart, Lee Remick
COL—THE LEGEND OF TOM DOOLEY: Jo Morrow, Michael Landon
MGM—NORTH BY NORTHWEST, c, vv: Cary Grant, Eva Marie Saint
MGM—THE BEAT GENERATION, cs: Steve Cochran, Mamie Van Doren
PAR—DON'T GIVE UP THE SHIP: Jerry Lewis, Dina Merrill
PAR—LAST TRAIN FROM GUN HILL, c: Kirk Douglas, Anthony Quinn
20-FOX—HOLIDAY FOR LOVERS, c, cs: Jane Wyman, Clifton Webb
20-FOX—SOUTH PACIFIC, c, cs: Rossano Brazzi, Mitzi Gaynor
20-FOX—SON OF ROBIN HOOD, c, cs: Al Hedison
20-FOX—MIRACLE OF THE HILLS, rs: Rex Reason
UA—A HOLE IN THE HEAD, c, cs: Frank Sinatra, Eleanor Parker
UA—THE HORSE SOLDIERS, c: John Wayne, William Holden
UA—DAY OF THE OUTLAW: Robert Ryan, Burl Ives
UA—PIER FIVE HAVANA: Cameron Mitchell
UA—TEN SECONDS TO HELL: Jack Palance, Jeff Chandler
UNI—THIS EARTH IS MINE, c, cs: Rock Hudson, Jean Simmons
UNI—THE MUMMY, c: Peter Cushing, Christopher Lee
UNI—CURSE OF THE UNDEAD: Eric Fleming, Kathleen Crowley
UNI—BORN TO BE LOVED: Hugo Haas, Carol Morris
WB—THE NUN'S STORY, c: Audrey Hepburn, Peter Finch
WB—HERCULES, c: Steve Reeves

► AUGUST

AA—THE BAT: Vincent Price, Agnes Moorehead
AA—FACE OF FIRE: Cameron Mitchell, James Whitmore
AIP—SIGN OF THE GLADIATOR, c, cs: Anita Ekberg, George Marchall
BV—THE BIG FISHERMAN, c, te 70: Howard Keel, Susan Kohner
COL—30-FOOT BRIDE OF CANDY ROCK: Lou Costello
COL—HAVE ROCKET, WILL TRAVEL: Three Stooges
MGM—THE SCAPEGOAT: Alec Guinness, Bette Davis
MGM—THE BIG OPERATOR: Mickey Rooney, Mamie Van Doren
PAR—THE FIVE PENNIES, c, vv: Danny Kaye, Barbara Bel Geddes
20-FOX—A PRIVATE'S AFFAIR, c, cs: Sal Mineo, Gary Crosby
20-FOX—RETURN OF THE FLY, rs: Vincent Price
20-FOX—THE ALLIGATOR PEOPLE, c, cs: Lon Chaney, Beverly Garland
20-FOX—BLUE DENIM, cs: Carol Lynley, Brandon de Wilde
UA—THE RABBIT TRAP: Ernest Borgnine, David Brian
UA—THE DEVIL'S DISCIPLE: Burt Lancaster, Kirk Douglas
UA—CRY TOUGH: John Saxon, Linda Cristal
WB—JOHN PAUL JONES, c, te: Robert Stack, Bette Davis

► SEPTEMBER

AA—WEB OF EVIDENCE: Van Johnson, Vera Miles
AA—CALLING NORTH POLE, c, cs: Curt Jurgens, Dawn Addams
AIP—THE GIRL ON DEATH ROW
AIP—THE JAILBREAKERS: Robert Hutton, Mary Castle
COL—THE TINGLER: Vincent Price, Judith Evelyn
COL—THEY CAME TO CORDURA, c, cs: Gary Cooper, Rita Hayworth
MGM—FOR THE FIRST TIME, c, cs: Mario Lanza, Zsa Zsa Gabor
MGM—TARZAN, THE APE MAN: Denny Miller
20-FOX—BLUE ANGEL, c, cs: Curt Jurgens, May Britt
20-FOX—THE MAN WHO UNDERSTOOD WOMEN, c, cs: Henry Fonda, Leslie Caron
20-FOX—THE OREGON TRAIL, c, cs: Fred MacMurray, Nina Shipman
UA—CAST A LONG SHADOW, c: Audie Murphy, Terry Moore
UA—TAKE A GIANT STEP: Johnny Nash
WB—LOOK BACK IN ANGER: Richard Burton, Claire Bloom
WB—YELLOWSTONE KELLY, c: Clint Walker, Ed Byrnes

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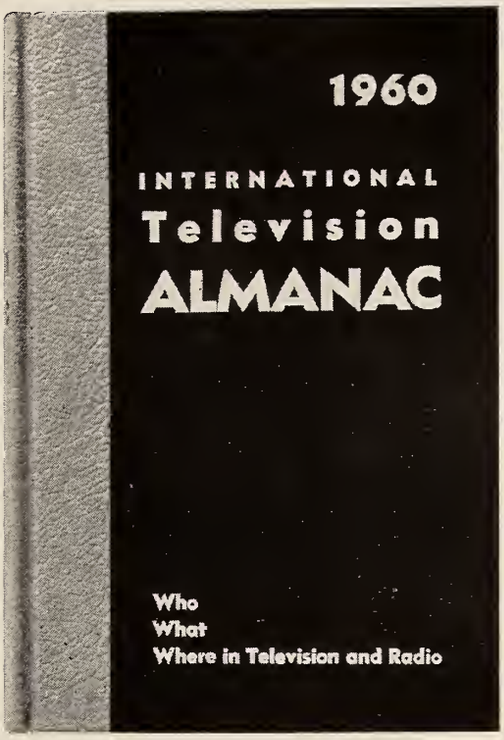

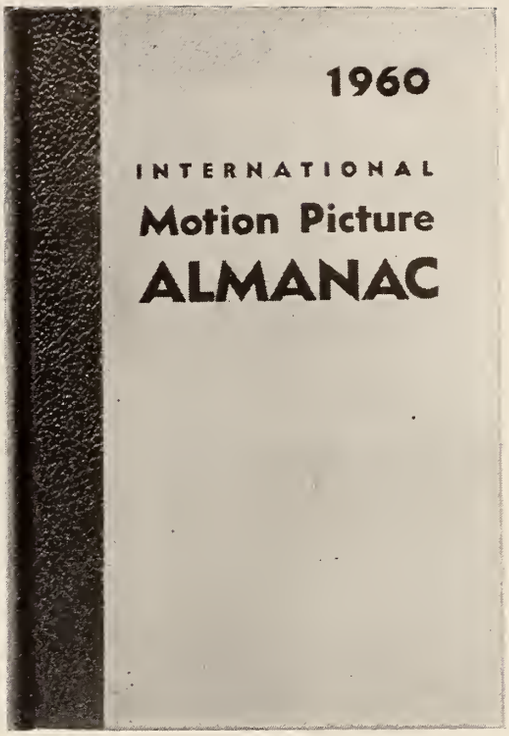

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Television Today

House Bill Eases 'Equal Time' Rule

From THE DAILY Bureau

WASHINGTON, July 22. — The House Commerce Committee today approved a bill to exempt certain radio and TV news shows from the "equal time" provisions of the Communications Act. The bill would exempt newscasts, news interviews and spot news coverage where the appearance of a candidate is incidental to the presentation of the news.

The bill is not as broad as the one approved earlier by the Senate Commerce Committee, which does not have "the incidental appearance" restriction, and which includes panel shows and documentaries as well.

Both measures are aimed at limiting the impact of a Federal Communications Commission action early this year declaring that broadcasters must give equal time on news shows to all candidates.

The broadcasting industry has warned that unless the FCC is overturned, there will be no coverage of the 1960 political campaign next year.

CBS' Stanton to Urge Equal Time Amendment

An editorial urging changes in Section 315 of the Federal Communications Act, generally known as the "equal time" law, will be presented by Frank Stanton, president of the Columbia Broadcasting System, on the CBS-TV program, "Behind the News," this Sunday evening.

Stanton's editorial will call for an amendment to Section 315 that would eliminate equal time provisions in the case of regular news programs, panel discussions, special events and debates, it is reported. Running time of the editorial is expected to be about four or five minutes.

The Federal Communications Commission last winter ruled that the matter of equal time for all political candidates applied to regular news programs and all other broadcasts. Following this ruling, CBS asked a Federal court reversal, and the case is still pending. In March, Stanton first announced that he was considering an on-the-air blast at the ruling. Sunday's program will cite instances when Section 315 "has not worked to the public benefit."

Desilu Dividend Set

HOLLYWOOD, July 22. — The board of directors of Desilu Productions, Inc., today voted a quarterly dividend of 15 cents per share on the common stock, payable Aug. 8, 1959, to holders of registration on July 14, 1959.

Who's Where

Carl Cannon, public relations and broadcasting executive, has been named director of program promotion and station relations of the Broadcasting and Film Commission of the National Council of Churches, Dr. Roy G. Ross, general secretary of the Council announced. Cannon succeeds the late Albert R. Crews in this post.

□

The appointments, effective immediately, of **Robert Schneider** as research manager and **Joseph Dowling** as sales promotion manager, were announced by **W. Thomas Dawson**, director of sales promotion and research, CBS Television Spot Sales.

Harris Named to Head ITC Foreign Division

Independent Television Corp. announced yesterday it has expanded the scope and structure of its global operation with the appointment of Leslie T. Harris to the post of managing director of a newly created International Television Production Division of ITC.

Announcement was made jointly by Jack Wrather, board chairman of ITC and Michael Nidorf, co-chairman representing Associated TeleVision, Ltd., interests in ITC. Harris will establish headquarters in London with ATV and operate the International Division from there.

To accept the new assignment, Harris resigned from his present executive post as vice-president of CBS Films, Inc., in New York, which he has held for the past six years. He will, however, continue to maintain a close relationship with CBS-TV in overseas program development in conjunction with ATV in London. ATV is also one of the principal buyers of CBS-TV programs overseas.

AB-PT Amends By-Laws For Broadcasting Div.

From THE DAILY Bureau

WASHINGTON, July 22.—The by-laws of American Broadcasting-Paramount Theatres were slightly amended on June 22 in regard to the broadcasting division, it has been reported to the Securities and Exchange Commission here. The amendment states that the executive officers of the division shall be a president, one or more vice-presidents, a treasurer and a secretary. The vice-presidents may be further designated with the titles president of the TV network department; executive vice-president of the TV network department; president of the radio network department, and executive vice-president of the rado network department.

Production Levels Off; Studios Shooting 25

From THE DAILY Bureau

HOLLYWOOD, July 22. — Production continued to stay at about the same level this week with the start of two pictures, and the completion of one. The total number of productions shooting, 25.

Started were: "The Gazebo" (an Avon Production for Metro-Goldwyn-Mayer), and "Captain Buffalo" (a John Ford Production for Warner Bros.

Completed were: "Condemned Patrol" (API—20th Century-Fox).

NSS Introduces

(*Continued from page* 1)

tion for some time, the new booklet will be made available six times a year.

The first issue is dated Sept.-Oct. and contains 16 pages. The cover is in full color and several colors are used throughout.

NSS points out that "Screen Time" will include all promotional material heretofore sent out in various special flyers and promotional brochures.

Prescott-Embassy

(*Continued from page* 1)

work closely with Levine on the exploitation of major films, tying them in with national products and with supermarkets, department stores, record dealers, publishers and others. He will not limit himself to radio-TV.

Joshua Logan

(*Continued from page* 1)

production "The Way the Bounces." The Broadway dir who takes on the mantle of pro for his fifth film, which he will as well for his Mansfield Produ Co., said "the only problem we in achieving success is in tell good story."

Logan will make this co based on the Broadway hit by say and Crouse, "Tall Story," scripted by Julius Epstein, in and white, in 1:85 to 1 ratio made his others in Todd-AO, Cin Scope and Technirama in color.

Ray Walston and Marc Cor have been signed for important in support of star Anthony P and the debut of Henry Fo daughter, Jane, in a co-starring

Compo Forms

(*Continued from page* 1)

was announced yesterday by Cl E. McCarthy of the Compo offic

Appointed to the planning mittee are the following: Si Stern, representing national A Edward Fabian, representing Paul Lazarus, Jr., representing MPAA; Emanuel Frisch, represe MMPTA; and Martin Levine, r senting ITOA.

McCarthy said an organizat meeting of the committee woul held in the near future.

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Concise and to the Point

VOL. 86, NO. 17 NEW YORK, U.S.A., FRIDAY, JULY 24, 1959 TEN CENTS

EDITORIAL

Yankee Lochinvar

By Martin Quigley

THE case of Joseph E. Levine, the Yankee Lochinvar, may be studied with interest and profit by all concerned in the business of supplying motion picture entertainment to the public—producer, distributor and exhibitor.

Especial attention might be given it by those gloomy prophets who fondlessly proclaim that the motion picture business has become dwarfed, that high expectation may only be based on famous books and plays for which there is a ready-made public appetite.

•

Equal study might well also be devoted to it by those timid and uncertain persons who allow themselves to permit the heresy of show business in adopting the fallacy that with a good picture all that is necessary is merely to expose it to public view and the customers will come a-running.

Mr. Levine in his energetic and resourceful presentation and promotion of "Hercules" is supplying a needed catharsis to an accumulation of beatnik notions that have come to affect the thinking of many persons in high, medium and low station in the industry in recent years. He is proving once again that to gain the potential in any given case the combination of a good picture and good exploitation is indispensable.

•

To say, "Oh, yes—but look what Levine has spent in promoting his picture," answers nothing and proves nothing. A far greater cost—and one that helps nobody—is frequently represented in the loss of income on important pictures that fail to gain the potential gross inherent in them because of promotion that lacks merit, impact and coverage.

"Hercules" is a good picture containing many elements of high public interest but, let it be noted, it is playing in a market crowded with perhaps the greatest array of high fibre attractions that can be recalled as having appeared in any like period. It might very well have turned out to be—in face of the competition of just another good picture with an average-and-out record.

But Mr. Levine did not intend that it should go that way. Instead he went about his job of selling his picture with imagination, skill and courage and in doing so he brings pleasant recollection of various of his noted predecessors who with like attributes gave great impetus to the betterment of the motion picture business.

He is to be congratulated on his success and also thanked for giving a timely object lesson that there is nothing wrong with the business that good pictures plus good promotion cannot cure.

Strategic ACE-MPAA Meeting Now Set for July 31; Significant Conclusions Seen

What is expected to be the strategic meeting between the American Congress of Exhibitors and the Motion Picture Association of America on a variety of basic industry problems was set yesterday for next Friday, July 31.

The meeting, which was arranged by S. H. Fabian, ACE chairman, and Eric Johnston, MPAA president, will be held in the latter organization's board room here.

It was learned that most company presidents will attend the meeting. Those who will be out of town will be represented by first rank deputies. All members of the ACE executive committee have been invited to attend and a large delegation is expected to be present.

The discussions, the first conclusive ones to be held between exhibition and distribution leaders since the formation of ACE last November, are expected to result in conclusions important to both sides and to the industry as a whole.

Goldberg Named New UA Adv.–Pub. Director

Fred Goldberg has been named United Artists national director of advertising, publicity and exploitation, it was announced yesterday by Roger H. Lewis, UA vice-president in charge of advertising, publicity and exploitation. Goldberg moves into the post vacated by Lewis this week when he assumed the vice-presidency.

Fred Goldberg

A native of New York City, Goldberg entered the industry in 1946

(*Continued on page 5*)

Indiana Allied Will Continued to Function

Allied Theatre Owners of Indiana is not to be inactive, as reported from Cleveland on July 22, but actually is planning increased activities, Richard Lochry, president, told MOTION PICTURE DAILY yesterday.

Lochry said that Mrs. Ann Craft, who has been office secretary at the organization's Indianapolis headquar-

(*Continued on page 5*)

Chaplin Film Showings Permanently Enjoined

U. S. District Judge Leo F. Rayfiel in Federal Court here late Wednesday signed a decree permanently enjoining Robert B. Fischer and Earl Colvin of Washington, D. C., Edward Saretsky of Philadelphia, Pa., and others from

(*Continued on page 4*)

Stanley Warner Nine-Months Profits Reported Its Highest Yet on Record

The highest operating profits on record for Stanley Warner Corp. and its subsidiaries for both the quarter ended May 30, and the nine months ended the same date were announced yesterday by S. H. Fabian, president. He said the profit for the quarter ended May 30, was more than five times the profit for the corresponding quarter one year ago and the profit for the nine months ended that date was more than twice the profit for the same period last year.

For the nine months ended May 30, the net income before federal and foreign income taxes was $7,191,300,

(*Continued on page 4*)

'Best' Customers

Johnston Will Take Up Three Foreign Pacts

September Talks Set for England, France, Germany

Negotiations of new film import agreements with the American industry's three best customers abroad will be conducted consecutively by Eric Johnston, Motion Picture Export Association president, in September, he disclosed on his arrival here yesterday from his Spokane, Wash., home.

Eric Johnston

Johnston said he will leave for London to discuss a new film agreement

(*Continued on page 2*)

'Herald' Features Two Fox Campaigns

An extensive treatment of the 20th Century-Fox advertising campaigns for "Blue Denim" and "The Blue Angel" are a special feature of this week's *Motion Picture Herald*, out today. Issued as Section Two of the *Herald*, the 24-page section treats in

(*Continued on page 3*)

Hospital's Free Service Subject of Compo Ad

An announcement of the Will Rogers Memorial Hospital's plan to give free service to newspaper and magazine writers covering show business forms the text of the current compo advertisement in *Editor & Publisher*, out tomorrow.

Signed by Abe Montague, presi-

(*Continued on page 3*)

TELEVISION TODAY—page 5

PERSONAL MENTION

CHARLES OKUN, in charge of theatre sales for Coca-Cola, will return to New York on Monday from Jacksonville.

•

A. SCHNEIDER, president of Columbia Pictures, and LEO JAFFE, vice-president and treasurer, will return to New York over the weekend from Hollywood.

•

STEVE KEEGAN, vice-president of Pathe News in charge of advertising and public relations, will leave New York today for Chicago.

•

ROBERT O'DONNELL, of Empire Pictures, Dallas, has returned there from Atlanta.

•

RITA HAYWORTH and her husband, producer JAMES HILL, will return to New York from Europe on Monday aboard the "United States."

•

ROBERT WENGER, of the Pekin theatre, Montgomery, Ala., has returned there from Georgia.

•

BOB KRANZ, director of educational film sales for Pathe News, left here yesterday for Chicago.

Two More Premieres Are Held for 'Porgy, Bess'

Samuel Goldwyn's production of "Porgy and Bess" premiered in two additional cities Wednesday night (22) to capacity audiences.

In San Francisco's Coronet Theatre, a Travelers Aid Society benefit showing brought cheers at the end of the film from a blue-book audience. In Chicago, where the premiere was open to the public, hundreds were turned away as the SRO sign was placed in front of the McVickers.

'Capone' $5,500, Bklyn.

Allied Artists' "Al Capone" grossed $5,500 Wednesday, first day of its run at the RKO Albee in Brooklyn. RKO reported it to be the biggest mid-week opening day gross at the house in 10 years.

NEW YORK THEATRES

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"THE NUN'S STORY"
A WARNER BROS. PICTURE
in TECHNICOLOR®
and GALA NEW STAGE SPECTACLE "BONANZA"

Plan Talks on Foreign Pacts

(*Continued from page 1*)

with the British Board of Trade there on Sept. 14, and does not expect prolonged negotiations despite the fact that both sides will have particular points to urge.

From London he will go to Paris to resume discussions on a new French film agreement, which he expects may be protracted. On his recent European trip, made primarily to visit the Berlin Film Festival, Johnston stopped off in Paris for preliminary talks. He reported no progress was made at the time, due primarily to the absence of Jacques Flaud, Minister of Culture, who was visiting a health resort.

After Paris, Johnston plans to go to Bonn for discussions of a new film agreement with West Germany. American companies now are operating under a voluntary arrangement limiting the total number of pictures sent into Germany to about 200 annually. Johnston anticipates a somewhat more formal agreement for the future, perhaps less liberal in some respects.

The MPEA head confirmed that he and his negotiating associates will ask for free convertibility of sterling earnings in Britain, while he expects the British, in turn, to ask for termination of the right of American film companies to convert into pounds their earnings in all countries within the sterling area.

Johnston pointed out that the British Film Quota Act will expire this year, with new legislation to be adopted, and indicated that this might have a bearing on the London negotiations.

The MPEA head said that in pursuance of his earlier recommendations that his member companies consider the advisability of joining with nationals in new theatre operations in underdeveloped countries around the world, he soon would recommend to company presidents that a survey be made of theatre potentials throughout Africa.

"This is something that could benefit us greatly and should be pressed," he said. "Africa especially is on the verge of far reaching changes, with new countries being born and an influx of new capital already in progress. I believe that 16mm. theatres, either open or closed, are needed and could be successful on an important scale."

Committee Named

Johnston has appointed a committee consisting of Murray Silverstone of 20th Century-Fox International, George Weltner of Paramount International, and Lacy Kastner of Columbia International to study the proposal for theatre expansion in underdeveloped areas. He said the committee has held preliminary meetings but progress was delayed by the illness of Kastner and Silverstone's absence from the country.

He reported market conditions in Latin America as good for the present, but observed that "We need a price (theatre admission) increase in Mexico."

Coast Firms Denied Film-Value Reduction

From THE DAILY Bureau

HOLLYWOOD, July 23.—A joint request by motion picture companies for a cut in the assessed valuation of films on hand on the first Monday in March was denied today by the board of supervisors, sitting as board of equalization.

The cuts, sought by a group of 62 motion picture companies, contending films on hand have no tangible value, amount to $18,563,000.

Delbert V. O'Brien, acting chief of the business section of the County Assessor's office, said the argument wasn't sound and stated the film properties had a market value of $65,000,000 on the day of assessment.

The producers' action, regarded as a protective measure, was based on a forthcoming decision in similar arguments now being heard in court on Michael Todd's "Around the World in 80 Days."

The greatest reduction demands came from Warner Brothers for $4,558,100; Loew's for $4,807,990, and 20th Century-Fox for $2,637,240.

British Admissions 163,000,000 in Quarter

By PETER BURNUP

LONDON, July 23. — Theatre admissions for the first quarter of 1959 were 163,000,000, according to statistics released today by the Board of Trade. This is 18 per cent less than the same period last year and 1,000,000 below that for the fourth quarter in 1958.

Commenting on the decline, the Board said it was difficult to determine the effect of extraneous factors on admissions but an increase in illness, particularly influenza and pneumonia, in the first quarter of this year as compared with the same time last year, may have brought about the reduction. Exceptionally bad weather, including a prolonged fog over the whole country, may also have affected admissions, the Board said.

Once more the smaller theatres showed greater declines than the larger ones. The average taking per admission was 27.5 pence, an increase of .6 pence over the previous quarter.

'Hercules' Grosse Continue to Mour

"Hercules," the Joseph Levine bassy Pictures' spectacular beir leased by Warner Bros., account "herculean" grosses in all its miere showings prior to satu bookings in all sections of the U States, Warners said yesterday. film grossed a big $49,318 in it week at the Fox, Brooklyn, equally good $29,429 in five d the second week before being f to close Tuesday to begin satu bookings Wednesday embody record-breaking total of 125 man-color prints. In all, 250 th in the Metropolitan New York will be covered in the next weeks by the record print orde

Charles S. Boasberg, preside Warner Brothers Distributing C night verified the figure of $2 as the total one-day gross for cules," which premiered simultan ly in 125 situations in the New area. It was termed the biggest day's receipts for one film i history of the industry.

"Hercules," it was reporte proving a hit everywhere. After weeks of top grosses at the Bro Capitol, Detroit, the film is a hold-over bookings in Ann East Lansing, Flint, Grand R Port Huron, Kalamazoo and Sag

Second Week in Buffalo

In the Buffalo, New York, "Hercules" now is in its second at the Paramount, with simulta saturation bookings in the surr ing territory. The Palace, Roch grossed $18,264 in its first wee now is in its second week. The Syracuse, grossed $18,649 in it week, while the Capitol, Bing ton, did an initial $7,891, to second week showings of the fi these cities.

Ohio also is accounting fo grosses for "Hercules." It stays ond week at the Palace, Cinci after grossing $21,851 in its op week. The Grand, Columbus counted for $16,397 in its first $16,116 for its first week a Colonial Dayton, and holds ov a second and third week at houses. At the Rivoli, Toledo, cules" grossed $11,487 in its week and $5,811 for the five d the second week, assuring an finite run, it was announced.

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lo Action Near on ensor Amendment

From THE DAILY Bureau

ASHINGTON, July 23.—There l be no Congressional hearing for ne time on a proposed constitunal amendment which would engthen the rights of states to imse censorship of motion pictures. The amendment was introduced lier this month by Sen. James O. stland (D., Miss.), along with Senrs Kefauver of Tennessee, Taldge of Georgia and Thurmond and nston of South Carolina. It has en referred to the Senate Judiciary bcommittee on Constitutional endments, which has already eduled hearings on a number of olutions introduced before East-d's and which doesn't expect to ch it this session. Senator Kefauis the subcommittee chairman. Eastland introduced the resolution mediately after the Supreme Court d that New York Sate's ban on the tion picture "Lady Chatterley's ver" was unconstitutional.

FPA to Seek Trade alks With Russians

From THE DAILY Bureau

LONDON, July 23. — The British m Producers Association, as part its export drive, has announced its support of the Moscow Film Festi- by pledging to send a contingent 40 executives and stars to parpate. British producers will screen ir product at eight preview theas in Moscow, which will be put their disposal by the Soviet govment.

Sees Commercial Potentiality

Arthur Watkins, BFPA president, l here today that while the Mosv Festival is primarily a cultural nt, "we are planning to open up mmercial possibilities with film le talks." He emphasized, howr, that while Great Britain is alys ready to assist in the distribution Russian films here, British proers will continue to resist Soviet nands for a barter distribution deal. we send films to Russia, we must e a fair return," Watkins said.

lerald' Feature

(*Continued from page* 1)

ail the publicity, advertising, and loitation campaigns prepared or ng planned for the two Fox films. n the case of "Blue Denim" the elopment of a promotion which ld stress the provocative and deli- theme of the picture is outlined ight pages dealing with each of the nnels chosen for the merchandis- For "The Blue Angel" the comy plans to build May Britt, star the picture, as a new glamor perality and details of the campaign ch is currently in work are given. he section is printed in three col- with a double gate-fold cover.

Wilcox Defends NFFC; Says Article In 'London Times' Is 'Off-Beam'

From THE DAILY Bureau

LONDON, July 21 (By Air Mail)—In a letter to *The Times* producer Herbert Wilcox has attacked the newspaper's suggestion that the National Film Finance Corporation was "ill-conceived" and that the time has come to call a halt.

"Although subsidies in any form are to be deplored," stated Wilcox, "I suggest that an annual amount of £127,000 to an industry which carries the British way of life, the British idiom to the ends of the earth is well worth while; not to speak of the trade which invariably follows the film."

Points to Specific Picture

"There is another consideration," wrote Wilcox. "During the 10 years of the corporation's life many hundreds of millions of pounds have been paid to the Treasury as entertainments duty on those 438 films to which the National Film Finance Corporation annual report refers. I can cite the case of one of my own films—"Spring in Park Lane"—which attracted entertainments duty to the amount approximately of £600,000, a sum almost equivalent to 50 per cent of the entire deficit—discarding the British Lion figure—of the corporation during its 10 years of existence. Moreover, substantial dollar income was brought to this country from many of these 438 films.

"Neither alleged restrictive practices nor the high cost of stars, producers and technicians are the cause of any malaise which may currently affect the industry. I suggest that the National Film Finance Corporation and Government officials should look into the financial framework which has become traditional in production in this country." In many cases financing charges are as high as 22½ per cent of a budget cost, said Wilcox.

Hits 'Aura of Gloom'

"I suggest," he added, "that the NFFC should discard its aura of gloom and negative approach and adopt a bold policy of hopeful—but informed—belief in the future of the industry. This is my fortieth year as a producer of British films. My faith in the future of our country's films is firmer than ever. That gloomy report of the NFFC and *'The Times'* leading article are entirely off-beam."

Popcorn Trade Groups Announce New Merger

Special to THE DAILY

CHICAGO, July 23.—The Popcorn Institute and the Popcorn Processors Association, the two industry trade groups, have merged into one organization to be known as the Popcorn Institute. Popcorn Institute executive director William E. Smith stated that "the merger will strengthen the cooperative efforts of the popcorn industry."

"Formerly," Smith explained, "the Popcorn Processors Association fulfilled almost all of the functions of an industry trade association, including product development, and the distribution of needed industry information to members. The Institute was originally formed to act as the promotional arm of the industry."

"The merger of the two organizations was a logical move," said Smith, "and will eliminate all possibility of duplication of effort as well as permit focusing greater attention on the industry's prime goal—the sale of more popcorn." The Popcorn Institute headquarters will be at 332 So. Michigan Avenue, here.

Brooklyn Likes 'Hot'

With a big first week take of $45,179, United Artists' "Some Like It Hot" registered the biggest opening week gross at the Loew's Metropolitan since 1948, it was announced by William J. Heineman, UA vice-president in charge of distribution, and Eugene D. Picker, president of Loew's Theatres. The first week total came within $100 of establishing a new record for the theatre.

Hospital's Service

(*Continued from page* 1)

dent of the hospital, and Robert J. O'Donnell, chairman of the board of directors, the announcement gives the details of the offer of free treatment for newspaper and magazine writers and their families which was voted by the hospital's board of directors June 27 at Saranac Lake, N.Y. At the bottom of the announcement the advertisement carries the line, "This space donated by the Council of Motion Picture Organizations, Inc." The advertisement is the 105th in a series carried by Compo in the newspaper industry's trade paper.

The headline of the advertisement reads "An important announcement of concern to all motion picture, drama, television, radio, music and night-club editors and critics of newspapers and magazines."

Text of Message

The ad's text is as follows:

"The Board of Directors of the Will Rogers Memorial Hospital and Research Laboratories, at its annual meeting on June 27, at Saranac Lake, N.Y., unanimously voted that all newspaper and magazine motion picture, drama, television, radio, music and night-club editors and critics, and members of their immediate families are eligible for care and treatment, at no cost, at this hospital.

"Hence, the Will Rogers Memorial Hospital and Research Laboratories, operated by the Will Rogers Memorial Fund, is now as much your hospital as it is of any one in any segment of the entertainment field.

"Your hospital treats all diseases of the chest. There are 15 such ills stipulated as its concern. These include lung cancer and heart disease.

"All that is required for admission is a medical report, an X-ray and your doctor's recommendation for hospitalization for serious chest disease.

"Within the next fortnight I shall, by letter, provide you with further details.

"We are happy to make the facilities of the hospital available to that portion of the press reporting the entertainment world.

"God forbid that you or any dear one ever will require treatment, but if you do your hospital welcomes you with open heart and open arms. Your hospital has the endorsement of the medical profession the world over.

We are proud of this hospital and are happy to make this announcement."

Begin Second Phase Of 'Sheba' Drive

The second phase of United Artists' promotion campaign for Edward Small's "Solomon and Sheba" gets underway today with an all-media push, blanketing 30 major markets a full six months in advance of the film's release date, it was announced by Roger H. Lewis, vice-president in charge of advertising-publicity.

Jack Goldstein, Eastern coordinator of the special "Solomon and Sheba" unit, begins a month-long promotion tour of Eastern and Southern cities. Goldstein will coordinate local level media campaigns with UA fieldmen designed to penetrate specific audience segments. Primary targets of the full promotional schedule include libraries, museums, schools, colleges, civic, community and church organizations.

Meanwhile, Teet Carle, the unit's Western coordinator, is developing local drives in more than 15 western cities embracing all media and promotion outlets. In addition to Goldstein and Carle, the UA vice-president revealed, some 25 promotion experts have been enlisted from the education, religion, art and mass communication fields in a coast-to-coast exploitation penetration.

Wash. Theatre Owners Lauded for Activity

Special to THE DAILY

SEATTLE, Wash., July 23.—Members of Theatre Owners of Washington, Northern Idaho and Alaska were congratulated here yesterday for their work in fighting legislation adverse to the industry this year. The speaker was George Roscoe, field representative for Theatre Owners of America, who appeared at the meeting in the absence of George Kerasotes, head of TOA. Roscoe also reported to the exhibitors on progress being made by TOA in several current projects.

Joseph Rosenfield of Spokane resigned as special representative of the local TOA affiliate and was replaced by Dwight Sprocker, Seattle. Rosenfield will continue to act as assistant to the president of TOA.

ChaplinFilms

(*Continued from page 1*)

"vending, distributing, exhibiting or otherwise infringing the copyrights" in 15 Charlie Chaplin films. The pictures are "Modern Times," "A Dog's Life," "Shoulder Arms," "The Kid," "The Idle Class," "Pay Day," "The Pilgrim," "The Circus," "City Lights," "The Great Dictator," "Sunnyside," "A Day's Pleasure," "A Woman of Paris," "Limelight," and "Monsieur Verdoux."

Action Brought in April

The action was originally brought in the U. S. District Court for the Eastern District of New York, in April of this year, by plaintiff The Roy Export Company Establishment, owner by assignment from Chaplin of the copyrights in these films, and co-plaintiff Lopert Films, Inc., sole authorized U. S. distributor of "Modern Times.' They charged unauthorized showings of "Modern Times" at the Inwood Art Theatre in Forest Hills, Queens, and elsewhere.

Started with 'Modern Times'

Suit was brought four days after the previously closed Inwood Theatre was reopened to show "Modern Times." On the date suit was filed, the film print was seized by the U. S. Marshal just prior to a scheduled 8:30 evening showing of the picture, pursuant to an order by U. S. Judge Mortimer W. Byers directing the clerk to issue a seizure writ and the U. S. Marshal to impound the print in Federal Court. By recent agreement of the parties, the complaint in the action was amended, to add to the original claims relating only to "Modern Times," additional claims asserted by plaintiff-owner Roy Export Company, only, relating to infringements and threats of infringements of the copyrights in the remaining 14 pictures covered in the decree, none of which have as yet been licensed for current distribution in this country.

Involves All Fischer Companies

In addition to Excellent Films, Inc., named as a defendant in the original action which operated both the Inwood Art Theatre in Forest Hills, and the New Glen Art Theatre in Williamsville, New York, the injunction is effective against seven other corporations of which defendant Fischer was president. These seven corporation, made defendants in the suit by the amended complaint, which were claimed to have operated art theatres in various cities, were the following: Artistic Films, Inc., a Maryland company, operator of the New Cameo Art Theatre in Baltimore; Classic Films, Inc., a Pennsylvania company, operator of the Ambassador Art Theatre in Philadelphia; Great Films, Inc., an Ohio company, opertaor of the Mayfield Art Theatre in Cleveland; Esthetic Films, Inc., a Wisconsin company, operator of the Liberty Art Thetre in Milwaukee; Spectacular Films, Inc., a Missouri company, operator of the New Roxy Art Theatre in St. Louis; Stanton Theatre Corporation, a District of Columbia company, operator of the New Stanton Theatre in Washington, D. C.; and the Amber-brook Theatre Corporation, a Pennsylvania company, operator of the Art Overbrook Theatre in Philadelphia.

Defendants Fischer, Colvin and Saretsky, as well as the eight corporate defendants, appeared in the action by their attorneys, admitted the allegations of the amended complaint, and consented to the decree permanently enjoining their dealings with the above Chaplin films.

Counter-Claim Dismissed

In addition to forbidding such defendants to distribute or exhibit these Chaplin films, the decree finally dismisses, with prejudice, the counter-claim interposed by defendant Excellent Films, Inc., operator of the Inwood Art Theatre, to the original complaint, by which Excellent had claimed $200,000 actual and $400,000 punitive damages alleged to have been suffered by reason of the U. S. Marshal's seizure of the "Modern Times" print.

Middle West Included

This decree also disposes of legal claims arising out of recent showings of various of these Chaplin films at art theatres operated by the group of defendants in the East and Middle West.

Plaintiff Roy Export was represented in this litigation by the law firm of Sargoy & Stein, with Phillips, Nizer, Benjamin, Krim & Ballon acting for co-plaintiff Lopert Films. Defendants were represented by attorney Melville W. Feldman of Washington, D. C., and attorney Jerome Kern of New York City.

REVIEW:

Sapphire

Rank — Universal-International

ALTHOUGH THIS BRITISH film has considerable to say on the issue of racial prejudice, it is basically a solid suspense drama, one that will have audiences completely enthralled until the emotion charged climax. From an original screenplay by Janet Green, the Eastman Color production is far from the beaten track of British who-dunits, and a definite bet for prime playing time.

The title refers to a pretty young girl whose mutilated corpse appears on the screen at the very beginning of the proceedings. In short order, detectives Nigel Patrick and Michael Craig are assigned to the case, and director Basil Dearden sets a breathless pace which races straight through to the finale.

This is not just another murder case, however, for it turns out the dead girl was half Negro, and passing for white. It is also learned that she was three months pregnant. These facts in hand, it is not hard for the police to find a number of suspects.

The girl's lover, Paul Massie, for example, might have done it, since marrying Sapphire would have meant his giving up a scholarship. Then too, the boy's sister, Yvonne Mitchell, could have her own motives, as could the father, Bernard Miles, who has sacrificed much to make something of the boy. Another prime suspect is the dead girl's brother, Earl Cameron, who is dark-skinned and may have resented his sister's passing for white.

AS INVESTIGATION proceeds, Patrick and Craig are led more and more among the colored population of London. Glimpses of this section of the city and the people who live there are especially exciting, catching the full impact of life under conditions that are much less than the best. Harry Waxman, director of photography, captures these displaced persons close-up, and is instrumental in showing them for what they are—that is, no worse, and sometimes considerably better, than their white antagonists.

As things turn out in this Michael Relph production, the fact that Sapphire was part Negro was uppermost in the murderer's motive. He is revealed in a stunning finale which has a white baby doll being wrenched in the hands of a nervous Negro suspect.

It would be unfair here to reveal the identity of the murderer, for Dearden and Miss Green have done a grand job of keeping it a secret until the very last few minutes of the picture. The principals, especially Yvonne Mitchell, are convincing enough to make any one of them the probable murderer in the eyes of the audience.

Probably the one thing that makes "Sapphire" so effective is that most of the film was photographed outside the usual studio walls, gaining an authenticity that is marred only occasionally by the color cameras, which tend to distract the viewer's attention. But this is a minor criticism of what is certainly one of the better British films to recently reach these shores.

Running time, 92 minutes. Adult classification. Release, in November.

WARREN G. HARRIS

S-W Profi

(*Continued from page 1*)

after deducting depreciation cl of $3,702,000. The net incom fore federal and foreign income for the corresponding period las was $3,246,000, when deprec charges were $4,130,000. The profit for the nine months ended 30 after all charges including f and foreign income taxes was 591,300 which compares with profit of $1,706,000 earned the same period last year. The did not break down the incor show what part of it was from tre operations.

The profit for the nine m ended May 30, is equivalent to per share of common stock outs ing which compares with 83 per share earned one year ago.

Securities Written Off

During the nine months ended 30 unusual property dispositio write-off of the cost of certain rities, less a profit realized o sale of the securities resulted loss of $2,469,000. Owing to losses from unusual property di tions there will be a saving of $ 00 in the payment of federal in taxes. Accordingly, $925,000 of losses has been charged agains erating income for the nine m period, representing the equiv of the federal income taxes would have been payable ha such losses been incurred.

The balance of $1,544,100 has charged to earned surplus. charge is equivalent to 76 cent share on the common stock. D the corresponding period last the charge to earned surplus $682,000, equivalent to 33 cent share on the common stock.

For the nine months ended 30, theatre admission, mercha sales and other income amounte $92,869,800, which is an increa 9.3 per cent over similar incom $84,953,000 for the correspo nine months one year ago.

Equivalent to 66 Cents a Sha

The net profit for the quarter e May 30 after all charges inclu federal and foreign income taxes $1,337,600 which compares wi profit of $266,500 for the same ter last year. The net profit fo May 1959 quarter is equivale 66 cents per share of common s one year ago the net profit was valent to 12 cents per share.

$1,434,600, the equivalent o cents per share on the common s was charged to earned surplus d the May 1959 quarter whereas fo May quarter one year ago there a charge of $553,400 against ea surplus, equivalent to 26 cents share of common stock.

$155,000 for 'Story'

Warner Bros.' "The Nun's St grossed $155,000 in its fifth week ing Wednesday night, and now its sixth week with a seventh wee sured at Radio City Music Hall, ners announced.

anada Seeks Data n Toll-TV Bills

Special to THE DAILY

ONTREAL, July 23. — Canadian lators have called upon the Thea-Owners of Canada for information he bills introduced in the current on of the United States Con-s to control pay-TV, Joseph ass, president of Canadian TOA, osed today. Strauss said he had d Philip F. Harling, chairman of ay-TV Committee of the Theatre ers of America in New York City, copies of the Harris Bills and r pending American legislation, e may furnish members of the adian Parliament with the de- they have asked.

rauss said the campaign initiated TOA of Canada has resulted in bers of Parliament from both the ince of Quebec, and the Toronto where toll-TV tests are sched- to start this Fall, asking his nization for information on Amer- legislation.

ending Copies of Resolutions

rauss said he and members of association are sending copies of se Joint Resolution 130, and se Resolution 6245, both intro- d by Rep. Oren Harris, chairman he House Committee on Inter- and Foreign Commerce. The er bill, augmented by F.C.C. ac- last Spring, limits broadcast TV tests by any proposed system to city in the United States for a year period; the latter bill would d similar test restrictions to TV.

rauss said Canadian legislators also be furnished with copies of se Resolution 1210 by Rep. Bai- H.R. 3287 and 3288 by Rep. ell; H.R. 166 by Rep. Lane, 68 by Rep. Celler, all of which ent Rep. Harris' H.J.R. 130; bills introduced in the Senate enator Langer of North Dakota Thurmond of South Carolina, arly seeking to ban Toll-TV.

ollowed FPC Announcement

eatre Owners of Canada ched a campaign to acquaint both Canadian Parliament and the lian public with the costs of TV, after Famous Players of da, a Paramount Pictures sub- ry, announced it will launch a -TV test in Etobicoke, a suburb oronto, this Fall, using equip- of the International Telemeter oration, another Paramount sub- ry.

rling attended a meeting of dian theatremen, held in Mont- just after the Canadian tests announced, to brief them on the taken by Theatre Owners of rica in combatting toll-TV in the ed States.

rthwest' Here Aug. 6

red Hitchcock's "North by west" will open at the Radio Music Hall here on Aug. 6, ving completion of "The Nun's " engagement.

20th-Fox Has Seven Films Before Cameras

Twentieth Century-Fox is in the midst of its most active production period of 1959 with seven major CinemaScope attractions now before the cameras in Hollywood and Europe.

The pictures include three Jerry Wald productions—"The Best of Everything," "Beloved Infidel," and "Hound Dog Man."

Also being filmed in Hollywood are Charles Brackett's production of Jules Verne's "Journey to the Center of the Earth," "Five Gates to Hell," and "Condemned Patrol." Now filming in Belgium is "A Dog of Flanders."

Name Goldberg

(*Continued from page* 1)

at Paramount Pictures, serving with the film company as assistant exploitation manager, trade paper contact, syndicate contact, New York newspaper contact and promotion manager. From there he moved in 1953 to RKO Pictures where he assumed the position of assistant publicity manager.

He later served as advertising, publicity and exploitation manager at the I.F.E. Releasing Organization and as vice-president of Norton and Condon. Goldberg subsequently became head of the New York office of Blowitz and Maskel. On March 3, 1958, he came to United Artists as executive assistant to Lewis, then national director of advertising, publicity and exploitation.

Indiana Allied

(*Continued from page* 1)

ters, has been named executive secretary of A.T.O. of Indiana and will serve on a full time basis starting Aug. 1. Heretofore, Indiana Allied has had a part-time executive secretary in Kenneth Prickett, whose services it shared with Independent Theatre Owners of Ohio. Prickett now will serve that organization on a full-time, rather than part-time, basis, as was announced on Wednesday.

The erroneous report that Indiana Allied would cease to function was contained in an announcement by Marshall Fine, acting president of I.T.O. of Ohio, which stated that the appointment of Prickett to be its full-time officer was made after Indiana Allied "ceased to function."

'Natchez Trace' Set In 59 Houses in South

Special to THE DAILY

NEW ORLEANS, July 23.—"Natchez Trace," Panorama Pictures presentation produced by a group of Southern exhibitors headed by Lloyd Royal and T. V. Garraway, premieres July 28 at 56 independent and three circuit theatres in Mississippi, Alabama and Tennessee.

The 59 theatres, all located on or near the historic trail depicted in the picture, will be visited by star William Campbell and five supporting players.

Television Today

National Carbon Signed For 3rd Series Special

"World Series Special," an all-star show on the eve of the 1959 baseball classic, will be presented by the NBC-TV Network, Tuesday, Sept. 29, from 9:30 to 10:30 P.M. Sponsoring the hour-long presentation will be the National Carbon Company, division of Union Carbide Corp., for its Prestone Anti-Freeze and Eveready products.

The telecast will mark the third straight year National Carbon has sponsored "World Series Special" and the first year the program has been expanded to a full hour. This program will be highlighted by live and film reports on the major league baseball season, including coverage of the closing days of the pennant races.

Nixon's Soviet Trip On CBS-TV in August

The CBS Television Network will present a special half-hour CBS News program showing the highlights of Vice-President Richard M. Nixon's trip to the Soviet Union as soon as he returns to this country early in August, it was announced yesterday by John F. Day, director of news for CBS News.

Day also reported that CBS News correspondent Paul Niven, formerly stationed in Moscow, has been granted a Soviet visa by the Russian Embassy in Washington and is accompanying Nixon on his trip.

CBS News is also sending cameraman Bruce Hoertel and sound technician Charles Beckman to the Soviet Union with Niven. They will film the Vice-President's activities in Russia from his arrival to his departure, sending the CBS News film back to the special program of CBS News here for assembling and editing.

WABC-TV Cites Record Profits, Viewer Gains

WABC-TV, New York City, has scored its most profitable second quarter in the station's history, Joseph Stamler, vice-president and general manager, announced yesterday. He reported that the second quarter of 1959 represented a 13 per cent profit increase over the same period of 1958.

Stamler also reported substantial audience gains for WABC-TV. A 24 per cent rating increase was registered in prime time (7:30-10:30 P.M., all nights of the week) during the second quarter of 1959, as compared with the like period of 1958 (Nielsen). A big rating increase has also been scored in the 10:30-11 P.M. time period, in which the station has programmed syndicated half-hour properties since May 25. Ratings for the first two weeks of the new programs, according to Nielsen, averaged 82 per cent higher than for the previous two weeks.

See Lasting Profits From TV Investments

More lasting profits in the television industry appear to have developed in broadcasting rather than manufacturing, according to *Perspective*, a bulletin issued by the investment management department of Calvin Bullock. This conclusion could be quickly reversed were color television to finally get off the ground, the bulletin points out.

TV broadcasting has had highly deleterious effects on motion pictures and radio, and, to a lesser extent, on magazines and some other types of advertising and communications, *Perspective* reports. "From this viewing level, it seems clear that television will continue to cut into other forms of advertising, and that accordingly increased revenues and profits are in prospect," it is pointed out.

Up 57% in Seven Years

In this connection, the investment management bulletin emphasizes that over the last seven years total advertising expenditures have increased by 57 per cent, as compared with increases in the same 1951-1958 interval for gross national product of 33 per cent and for personal consumption expenditures of 38 per cent. "Regardless of one's opinion as to the educational or entertainment aspects of television," according to *Perspective*, "it seem obvious in the light of these figures that its strong and improving position in advertising should mean growing investment stature for the well managed companies in the industry."

Sign 2 Sponsors For 6 'CBS Reports' Shows

The B. F. Goodrich Company and Bell & Howell will share sponsorship of six programs in the "CBS Reports" series, it was announced yesterday by William H. Hylan, CBS Television Network vice-president of sales administration.

"CBS Reports" will begin in October, with 12 programs scheduled to be presented during the first year of the series. Fred W. Friendly is executive producer.

Normal Alley Named To Kline Co. Board

From THE DAILY Bureau

HOLLYWOOD, July 23. — Election of Norman W. Alley, West Coast manager of Hearst Newsreels, to the board of directors of Walter E. Kline and Associates, Inc., was announced today by Fred W. Kline, president.

Alley will act as consultant in the Los Angeles public relations agency's motion picture and television publicity departments.

FRANK SINATRA · EDWARD G. ROBINSON · ELEANOR PARKER
CAROLYN JONES · THELMA RITTER · KEENAN WYNN
FRANK CAPRA'S A HOLE IN THE HEAD
LOEW'S STATE
TIMES SQ
W. 45 ST
BROADWAY
Everybody talks about the Weather
BUT "A HOLE IN THE HEAD"
DOES SOMETHING ABOUT IT...
AND DOES IT WITH
A BIG SPLASH!
THRU
UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 86, NO. 18 NEW YORK, U.S.A., MONDAY, JULY 27, 1959 TEN CENTS

DITORIAL

White Paper' End

By Sherwin Kane

HE decision of the Senate Judiciary subcommittee not to hold hearings on Allied States' charges anti-trust violations by production-tribution companies and alleged elictions on the part of the De-tment of Justice in enforcing the S. vs. Paramount *et al* decrees is major interest to all of exhibition.

•

For more than a year past, Allied's called "white paper" campaign, ich sought an airing of the charges ore the Senate subcommittee in hope of bringing about Federal islation or litigation intended to efit the exhibitor, has been the t order of business of both na-ıal and regional Allied leaders. Allied took pains to inform the in-try that its participation in the erican Congress of Exhibitors uld not be permitted to interfere any way with the pursuit of its hite paper" campaign. t's "grass roots" efforts to enlist ngressional support for a hearing and action on its charges were ssed determinedly and were ef-ive.

•

What checkmated this all-out Al-l effort was the similarity of its hite paper" charges to those it had le in 1956 and which brought ut a hearing before the Senate's ct subcommittee on small busi-s.

hat hearing resulted in a subcom-tee conclusion that exhibitors are less blameless than distributors for problems and inter-industry ir-tions which beset both. It was ommended that an effort be made resolve differences within the in-try and to establish arbitration chinery for hearing future griev-es.

•

Many in exhibition who are firmly llusioned as to the efficacy of liti-on or legislation as remedies for r own or others' trade difficulties, pproved of Allied's "white paper" paign and insisted that even if it ceeded in gaining a hearing and ntual action, no exhibitor would lastingly benefited thereby. hese preferred to place their es for relief in the suggested area nter-industry conciliation and ne-gotiation. ACE is an outcome of their dedication to this ideal.

For now, ACE must carry the hopes of all in exhibition who seek relief from the difficult problems of the day. The outcome of its meeting with company presidents on Friday consequently will be all the more vital.

ACE Committee Will Confer Thursday On Strategy for Meeting with MPAA

The executive committee of the American Congress of Exhibitors will meet in an all-day session next Thursday to discuss the agenda and strategy for the top-level meeting Friday with the board of the Motion Picture Association.

The ACE committee will meet in the board room of the Stanley Warner Corp.

Expected to attend are S. H. Fabian, chairman; Sol Schwartz, Max Cohen, William Forman, Horace Adams, George Kerasotes, Edward Lider, Emanuel Frisch, Harry Brandt, Harry Arthur Jr., Irving Dollinger, Jack Kirsch, Albert Pickus and Sidney Markley.

The meeting with the MPAA board, announced Friday, is expected to be attended by most company presidents or their first-rank deputies.

TOA Urges Exhibitors Give Support to MPI

Exhibitors were urged to support Motion Picture Investors, Inc. at the weekend by George G. Kerasotes, president of Theatre Owners of America. In a special message to TOA members, Kerasotes told them that the MPI objectives of seeking to give exhibition a voice, for the good of the entire industry, in the policy making of film companies, parallel aims of TOA.

"Several months ago TOA urged all its members to buy stock in the film companies, not only to show their faith in the industry, but also to protect their tremendous theatre investments. TOA itself took the lead by buying stock in each of the major production-distribution companies.

"What MPI is now doing, in offering 200,000 shares of its stock to people employed in, and interested in the exhibition end of our business,

(*Continued on page* 3)

'Angel' Team to Visit Theatre Executives

A seven-man merchandising team, to outline the complete promotional plans for 20th Century-Fox's "The Blue Angel" to top theatre executives, has been named by vice-president Charles Einfeld. The merchandising team will also discuss the joint promotional plans of *Look* and *Life* with 20th. In addition, the content of the special advertisements which will appear in these magazines next month will be revealed.

Members of the trade press will be invited to attend one of the sessions this week.

Heading the team will be 20th's exploitation director Rodney Bush and advertising director Abe Goodman. Included will be Eddie Solomon, exploitation manager; Martin Michel, director of Fox radio and television; Christy Wilbert, vice-president of the Charles Schlaifer Agency; Bert Lange, marketing services manager

(*Continued on page* 3)

Report ABPC Thearte Attendance Is Better Than British National Average

By PETER BURNUP

LONDON, July 23 (By Air Mail).—Theatres of Associated British Picture Corp. are steadily improving their position, Sir Philip Warter, chairman, has reported here. In the past year attendances were substantially better than the national average due to a considerable number of contributing factors, he added.

Explaining, Sir Philip says: "ABC, because of its earning potential, is in a strong position to obtain the best available films and during the year we had a number of outstanding successes; the standard of cleanliness and

(*Continued on page* 2)

For 1 Year

Renew Univ. News Deal with News of Day

Use of Joint Facilities Proving Beneficial

Universal has renewed for another year through 1960 the deal by which its Universal Newsreel is made up by MGM-Hearst Metrotone News of the Day, it was learned on Friday. No changes in terms were involved in the renewal, it was reported.

The Universal Newsreel deal with Hearst Metrotone News was inaugurated at the beginning of 1958 on a two-year basis. The current one-year renewal is for the third year, and there are options for two additional years with provisions for reopenng of the agreement in the event of increases in costs.

Under the working arrangement, the Hearst Metrotone organization

(*Continued on page* 3)

Castle Calls Self 'Living Trailer'

By VINCENT CANBY

William Castle, producer, director, showman and self-styled "living trailer," states his point of view quite simply: "Today you have to have a gimmick and exploitation campaign backing a sound story if you don't have a film with a lot of stars."

Castle, who met the trade press in the Columbia home office here Friday, was in New York to introduce his latest gimmick, Perspecto, which is being used for "The Tingler," his

(*Continued on page* 2)

Offer TV Package of 52 Post-'55 Foreign Films

A package of 52 post-1955 films, all of which are either French, British, or Italian, will be offered to television stations on a syndicated basis, it was announced at the weekend by Joseph Harris, chairman of the board of Art

(*Continued on page* 6)

TELEVISION TODAY—page 6

PERSONAL MENTION

CARL FOREMAN, head of High-road Productions, flew to Athens and Cyprus at the weekend from London for meetings with ALEXANDER MACKENDRICK, who will direct "The Guns of Navarone."

•

GEORGE GLASS and WALTER SELTZER, executive vice-presidents of Pennebaker, Inc., returned to Hollywood from New York over the weekend.

•

GEN. JOHN HILLDRING, president of General Aniline & Film Corp., will arrive here today from England aboard the *United States*.

•

IRWIN ALLEN, producer of "The Big Circus," is in Chicago from Los Angeles today.

•

MOE PRESKELL, Eastern sales manager for Disneyland Records, will leave here tomorrow for the West Coast.

•

TOM SMILEY, general manager of Wolfberg Theatres, Denver, has returned to work after a stay in the hospital for minor surgery.

•

ROBERT INGRAM, district manager for Columbia Pictures in Atlanta, is recuperating there following hospitalization.

•

CHARLES E. KURTZMAN, former Northeastern division manager for Loew's Theatres, and recently named to a national post in New York, has been married in Boston to MRS. HARRIET ROSENWALD, widow of BENN ROSENWALD, who had been resident manager there for M-G-M.

•

MRS. KATE WRIGHT, of Capital Releasing Corp., Atlanta, has left there for a vacation in Florida.

•

PETER FINCH, British actor, and MRS. FINCH arrived in New York from England Saturday aboard the "Media."

SHOWMEN WANTED!

Increase your Concession Sales to an all-time high with 4 Brand-New Full-Color Animated and Narrated Intermission-Time BLOCKBUSTERS from:

NATIONAL SCREEN SERVICE

TOPS IN TRAILERS!

'Herald Tribune' Lauds 'Nun's Story' As a 'New Hollywood Dimension'

Under the heading of "New Dimensions in Hollywood," the *New York Herald Tribune* on Friday published the following editorial:

"American movies deal so largely in physical action that it's a pleasure to see a film that is an adventure of the mind. 'The Nun's Story', which is showing here now, seems to us one of Hollywood's most mature achievements and certainly one of its best. Where the ordinary picture tries to overwhelm the senses with excess, this one is overwhelming in its restraint.

Cites Basis on Fact

"'The Nun's Story' is based on Kathryn Hulme's book about a Belgian girl who undergoes the long and rigorous training for sisterhood, serves as a nursing nun in the Congo, and finally leaves the order, unable to resolve the conflict between rigid Church law and what her conscience tells her is common sense. The film traces the cycle with compassion and detachment, taking no sides but revealing the deep struggle within the hearts of various people, especially the Belgian girl, played by Audrey Hepburn.

"There is great pictorial beauty in the movie, both in its somber views of Belgium and its stunning shots of Africa. But outward beauty is only a cloak for the inner tale. The fact that director Fred Zinnemann can tell this inner tale in a motion picture, an art form that is supposed to demand constant bodily activity, is the most striking part of his feat. It proves again that a great director can make the screen the most exciting medium of all.

'An Adventure of the Mind'

"As an adventure of the mind, 'The Nun's Story' is absorbing because there is a basic interest in its theme: the ability, or inability, of people to submit to a strict discipline. It is what fascinates us about royalty, or about certain aspects of military life. There are many other such adventures waiting to be told."

'Hole' Does $1,203,495 In Only 65 Playdates

United Artists' "A Hole in the Head" has compiled $1,203,495 in only 65 playdate situations in less than a month, it was announced by James R. Velde, vice-president in charge of domestic sales.

Velde reported that the Sinecap Production is holding over in virtually every engagement and setting new theatre records in the majority of key situations across the nation.

George Baggs Dies

COLORADO SPRINGS, Colo., July 26.—Funeral services were held here last week for George Baggs, secretary-treasurer of Westland Theatres. Baggs was the victim of a heart attack.

'Living Trailer'

(*Continued from page 1*)

first film under his new Columbia contract. As a gimmick, Perspecto seems destined to outshine both the insurance policy issued to patrons in connection with Castle's "Macabre" and the Emergo skeleton used with many engagements of his "House on Haunted Hill."

The basis of Perspecto is a little motor originally designed as part of a radar cooling unit. It fits under the theatre chair and, working on battery power, is controlled by the projectionist to vibrate at various speeds in the course of certain key scenes of "The Tingler." The idea is that the patron thus "tingles" along with, and in response to, the action of the screen. As demonstrated Friday with several reels from the picture, it seems a dandy gimmick to exploit Castle's special genre of tongue-in-cheek horror.

Decision on Changes Later

As yet Castle and Columbia officials have yet to decide what charge will be made to exhibitors for the Perspecto unit, or whether it will be included in the film rental or charged separately. The gimmick is costing Columbia and Castle about $250,000, and this breaks down to about $1,000 a unit of 100 motors. Plans are to wire about every 10th seat in any theatre. Installation in a theatre takes about four hours.

"The Tingler" starts its first test engagement at the Broadway Capitol, Detroit, Aug. 4, with others to follow in Boston, Baltimore, San Francisco, and Windsor, Ont. Castle plans to visit each theatre a week before each engagement and, as a "living trailer," talk to the audiences about his picture.

Presented by Ferguson

Castle, who was introduced to the press by Bob Ferguson, Columbia director of advertising, publicity and exploitation, said, "Producers today have to be showmen as well. And they must work hand-in-hand with the sales promotion people all during the production of a picture. This is the only way we can survive."

By way of vital statistics, he revealed that "The Tingler" cost about $400,000 to make, but that this figure would rise to about $1,000,000 by the time it goes into the theatres because of the cost of Perspecto as well as the advertising and publicity budget.

ABPC Repo

(*Continued from page 1*)

comfort of ABC cinemas is know appreciated by our patrons; the ing and supervision of our staff cinemas ensures courtesy and att to detail which is so important business dealing with the public

"Our advertising campaign the slogan—'Don't take your wi granted—take her out to the pict undoubtedly kept ABC's name the public and its success mu gauged by the fact that it is adapted and used in the U.S. and ada and in Australia."

ABC, records Sir Philip, has a taken a lead in showmanship a particularly wished to congra the Corporation's executives and tre managers for their achieve during the year.

During the year five of the poration's theatres were closed dundant; two leases expired and unrenewed; two theatres were leaving the number operated b Corporation at 349.

15 Houses Remodelled

Another development ini during ABPC's year was the mod tion of 15 theatres in important ters for the installation of Todd-A that the Corporation could take vantage of spectacular films ma the process.

Says Sir Philip: "The cost of adaptations will amount in all to £300,000 and will, I am sure, p to be a good investment."

He concludes his report to s holders as follows: "Our progra of major reconstruction of cinem progressing satisfactorily. Six im tant cinemas were completely mo ized during the year and six other in hand. It will therefore be seen the emphasis of our policy is not numbers of cinemas but on con modern decor and equipment in right location.

Sir Philip also cites *Motion Pi Herald*'s annual box office survey ening the fact that last year seve of the 12 top earning films on his cuit were British—adding that he deliberately persisted in his film duction policy.

Paramount Signs Dar

HOLLYWOOD, July 26—B Darin, young singer, has been si to a multiple-picture contract Paramount for his first screen pa

TWO FOR THE SEASHORE?

Duet yourself . . . in Nature's Tech-

Mid-week or week-end, it's always a good time to com

THE Berkeley-Carteret Asbury P

ONE HOUR FROM NEW YORK BY TURNPIKE & PARK

In New York City, call WOrth 2-40

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. F Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. H wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Burea Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. M Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7- Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gall Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as s class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

PEOPLE

am Shubouf, manager of Loew's anapolis, has been promoted and ed to Loew's Ohio Theatre, Cobus, where he will succeed Walter sler, long-time incumbent. Kesas earlier announced, will take the reins of Loew's Warfield, Francisco, from William Elder, becomes Loew's Northeastern sion manager with headquarters Boston, Ken Croft, presently asnt manager of Shea's Buffalo, alo, will move to Indianapolis.

□

lga Curtis, who was women's or of International News Service 1955 until its recent merger United Press, has accepted the of women's editor on *Parade azine.*

□

uart Jerome has been signed to a exclusive five-year writing con- by Revue Productions. The deal set by Marty Shapiro of the ll-Josephy agency.

□

rs. Dorothy Humphrey, formerly cretary at Buena Vista, Atlanta, joined Exhibitor Service there in same capacity.

o Pictures Acquired Cory Film Corp.

From THE DAILY Bureau

OLLYWOOD, July 26. — Cory Corporation has contracted to ibute a new double feature pro-, "High School Caesar" and e Bait" according to Newton P. l" Jacobs, president. Marathon ductions, Inc. filmed the duo, h were produced and directed by le Ireland.

e films are scheduled for imme- release, according to Jacobs.

tzler Publicity Head AMPP Int'l Group

From THE DAILY Bureau

OLLYWOOD, July 26—Roy Metzf 20th Century-Fox, has been aped publicity chairman of the o International Committee of the ciation of Motion Picture Pro-rs, succeeding Louis Blaine, of ersal-International. The appointwas made by Carl Schaefer, man of the International com-e.

ive-In Opens This Wk.

ARY, Ind., July 26.—The Dunes -In Theatre, which is to be opd by A. J. Feinberg, secretary-rer of Duneland Associates, Inc., e opened for business this week. a capacity of 1,500 cars and a n 126 x 65 feet, the drive-in be the largest in Northern In-. Car heaters will be installed for winter operation.

REVIEW:

Cry Tough

Canon Prod. — UA

REFLECTING A MODEST budget, made without much fanfare, and featuring new talent, Canon Productions' "Cry Tough" qualifies as a genuine "sleeper"—a breed of film that had apparently ceased to exist. While essentially a melodrama, it rises so far above the average for that class that it can also be sold as a powerful and realistic drama for patrons who like substance in their action films.

The screenplay and production are by Harry Kleiner, a proven talent at this sort of thing ("The Street with No Name" and "House of Bamboo"), but this is the first theatrical effort by director Paul Stanley, who comes from television. And the leading roles are played by John Saxon and Linda Cristal, whose previous work on the screen has barely hinted at the kind of impact they deliver here.

Let it be duly recorded that the plot framework is nothing new. It's the one about the slum kid sent to jail who wants to go straight when he gets out but is prevented by evil companions and a seductive dame. This one has been done again and again.

It all has a fresh and exciting look, however, thanks to the imagination of the talents involved. Kleiner's script places the hero in a millieu seldom explored in movies so far—the slums of Spanish Harlem in New York. And director Stanley makes the sights and sounds of this world come to life as an integral part of the film.

MORE THAN THAT, with the help of actor Saxon, they create an arresting protagonist, one neither all-good nor all-bad. He comes out of prison with a strong desire to renew his ties with his tradition-bound father, get an honest job and settle down. But he also yearns to rise above his family background and escape from the "Barrio" (ghetto) to the world beyond. This desire is exploited by his colleagues in crime who lure him back, despite his early resistance, to the old ways. His passion for a sensuous Cuban beauty, who marries him at his insistence and then leaves him because she cannot be faithful, is another cause of his eventual downfall.

While external circumstances play their part, however, it is the hero's own impetuousness and folly that contribute most to his doom. This point the film makes ringingly clear.

The leading role is well-written and actable, and Saxon responds with an intense and dynamic performance that is the core of the picture. And Miss Cristal also has a complex part that she plays with great vitality as the Delilah who contributes to her husband's fall. Harry Townes, Perry Lopez, and Don Gordon are sleazy as the hoodlums who tempt the hero back to crime, and Joseph Calleia gives a moving performance as his father.

Aside from a colorful atmosphere and vivid characters, "Cry Tough" boasts also a swift and sizzling pace. Violence erupts intermittently—in a dance hall brawl, a deadly knife fight, an alley beating, and an elaborately planned robbery at the climax. An excellent jazz score by Laurindo Almeida whips up the tempo in these and other scenes.

Running time, 83 minutes. General classification. Release, in August.

RICHARD GERTNER

'Porgy' Bow in Toronto Will Benefit Variety Club

From THE DAILY Bureau

HOLLYWOOD, July 26. — The Canadian premiere of Samuel Goldwyn's "Porgy and Bess" at the Tivoli Theatre, Toronto, Aug. 12, will be a benefit performance for Variety Village of Toronto, Variety Club, Tent No. 28.

Variety Village is Tent 28's top charitable project catering to physically handicapped children of all kinds in Toronto area.

Dan Krendel, chief barker, and J. J. Fitzgibbons, Jr., assistant chief barker, set the sponsorship with the Tivoli's group sales office.

'U' Sets Audie Murphy; NBC Relinquishes Him

From THE DAILY Bureau

HOLLYWOOD, July 26. — Universal-International, which holds a one-picture-a-year contract with Audie Murphy for the next six years, has pre-empted the services of the actor, who is currently filming a new television series, "Whispering Smith," to star in a motion picture, "Hell-Bent for Paradise." Consequently, since only five episodes of the series are completed, NBC has postponed the scheduled September air date.

Production on the series will be resumed after Murphy completes the picture.

News of Day

(*Continued from page* 1)

shoots the film and makes up the reel. The Universal Newsreel staff headed by Tom Mead, editor, edits and scores it. Printing is done by Pathe Laboratories.

The arrangement was entered into at a time when the continuance of most of the industry's newsreels was a question mark. Warner Pathe News had closed down and Paramount News was about to. The deal resulted in important economies for the Universal Newsreel operation and is regarded as beneficial to both organizations.

O'Connor Pleased

John J. O'Connor, Universal Pictures vice-president, when asked about the arrangement yesterday expressed satisfaction with the way it is working. He observed that prior to the deal the newsreel was not earning its production costs. Now it is able to throw off something to help meet distribution costs.

TOA Urges

(*Continued from page* 1)

on a far more comprehensive basis, more quickly, and more effectively. MPI should have the support of every person associated with a theatre, to the full extent of his financial ability to participate."

Kerasotes said TOA was in full accord with the aims of MPI, which, he said, were described in MPI's prospectus as "opposing proposals for the liquidation of any major production and distribution company, suggesting to film company management the type and kind of films most needed by and suitable for theatres, and cooperating with and assisting the management of film companies to conduct constructive research and improve production-distribution and exhibitor relations."

Praises Officers

He said TOA was also impressed with the calibre of officers and directors of MPI, headed by Howard E. Jameyson of Kansas City and Walter Reade, Jr. of Oakhurst, N. J., who is a past president of TOA. "They are men of integrity and responsibility in our industry" who should "provide the dynamic constructive leadership and sound judgment" required of such an investment program.

'Angel' Team

(*Continued from page* 1)

for *Life*; and Bob Seamon, director of motion picture advertising for *Look*.

The executives to be visited this week are Harry Mandel, RKO Theatres; Edward Hyman, AB-PT Theatres, and Ernest Emerling, Loew's Theatres. Other theatremen will be contacted in succeeding weeks.

As part of the campaign outline, the executives will be shown the special new star trailer featuring May Britt and will hear radio spots and music, tailored for "Blue Angel" promotion.

on our 15th ANNIVERSARY *of independent production w*
salute . . . the Artists, Directors, Writers, Technicians, members of ou
organization and officers, executives and personnel of Paramount Studio

These Stars are among those discovered, placed under contract and introduced to the screen in Hal Wallis productions.

BURT LANCASTER • KIRK DOUGLAS • CHARLTON HESTON
DEAN MARTIN • JERRY LEWIS • ELVIS PRESLEY
SHIRLEY MacLAINE • ANNA MAGNANI* • SHIRLEY BOOTH
LIZABETH SCOTT • ANTHONY FRANCIOSA • DOLORES HART
WENDELL COREY • EARL HOLLIMAN • CORRINE CALVET

and these exciting new comers

JOAN BLACKMAN • BARBARA LAWSON • CINDI WOOD

* American debut

These Pictures are among th
forty-five features produced by Hal Walli
for Paramount Picture

COME BACK LITTLE SHEBA • THE ROSE TATTOO • DESERT FURY
GUNFIGHT AT THE OK CORRAL • JUMPING JACKS
SORRY, WRONG NUMBER • WILD IS THE WIND • THE FURIES
MY FRIEND IRMA • SEPTEMBER AFFAIR • THAT'S MY BOY
SAILOR BEWARE • ROPE OF SAND • THE RAINMAKER • LOVING YOU
KING CREOLE • YOU CAME ALONG • RED MOUNTAIN
THE STRANGE LOVE OF MARTHA IVERS • I WALK ALONE

and now our 16th year releases

KIRK DOUGLAS
ANTHONY QUINN
"LAST TRAIN FROM GUN HILL"
VISTAVISION • TECHNICOLOR®
CO-STARRING **CAROLYN JONES • EARL HOLLIMAN**
Directed by JOHN STURGES • Screen Play by JAMES POE
Story by LES CRUTCHFIELD • Music by DIMITRI TIOMKIN

●

JERRY LEWIS
"DON'T GIVE UP THE SHIP"
CO-STARRING **DINA MERRILL • DIANA SPENCER**
MICKEY SHAUGHNESSY • ROBERT MIDDLETON
WITH GALE GORDON • MABEL ALBERTSON • CHUCK WASSIL
Directed by NORMAN TAUROG • Screen Play by HERBERT BAKER, EDMUND BELOIN & HENRY GARSON
Story by ELLIS KADISON

●

DEAN MARTIN • ANTHONY FRANCIOSA
SHIRLEY MacLAINE • CAROLYN JONES
"CAREER"
CO-STARRING **JOAN BLACKMAN • ROBERT MIDDLETON**
Directed by JOSEPH ANTHONY • Screen Play by JAMES LEE

●

JERRY LEWIS
"VISIT TO A SMALL PLANET"
CO-STARRING **EARL HOLLIMAN • JOAN BLACKMAN • FRED CLARK**
Directed by NORMAN TAUROG • Screenplay by EDMUND BELOIN & HENRY GARSON
From a Play by GORE VIDAL

and our 17th year productions in preparat

TENNESSEE WILLIAMS' HIT PLAY
"SUMMER AND SMOKE"

●

"SONS OF KATIE ELDER"
Screen Play by WILLIAM H. WRIGHT • Based on a Story by TALBOT JENNINGS

●

ELVIS PRESLEY'S
First Picture Following His Tour of Duty With The United States Army

●

"DARK ROOTS OF THE ROSE"
A Best Seller by WALTER CLEMONS

We gratefully acknowledge the efforts of the many talented people who have made these past fifteen years of achievement possible. We look to the future with confidence to a continuation of this happy mutual experience at Paramount Studio.

HAL B. WALLIS
JOSEPH H. HAZEN

FIFTEEN YEARS OF ACHIEVEMENT

Happy Anniversary
to

Hal Wallis Productions

and to
Hal B. Wallis and Joseph H. Hazen
and their Organization
on the occasion of their
15th year of independent
production...

Our sincere best wishes
for many more happy
and productive years with

Television Today

Offer Package

(*Continued from page* 1)

Theatre of the Air, Inc., and Sig Shore, president of Video Artists, Inc. The French and Italian films are to be dubbed.

A condition of sale for the films is that the station must play them as a series entitled "Art Theatre of the Air" and will not be permitted to intersperse them with other product in other time periods. Any station purchasing this group will automatically gain first refusal on any subsequent packages to be released by this group.

Titles Not Revealed

Titles cannot be revealed at the moment as many of the films are still in theatrical release, it was stated.

Acting as distributors for Art Theatre of the Air, Inc., on this package as well as three hours of Russian ballet films will be Video Artists, Inc., headed by Sig Shore. Representing the firm in the East is Pete Jaeger, formerly of MGM-TV. Veteran film salesman Dave Wolper will handle the western stations.

'Bells' Special Begins CBS-Susskind Series

"The Bells of St. Mary's" will be presented as a 90-minute dramatic special, live from New York, on the CBS Television Network, Tuesday, October 27, at 8:30 P.M., under the sponsorship of General Mills and the Westclox division of General Time Corp.

David Susskind will produce the television dramatization of Leo McCarey's film production, which starred Bing Crosby and Ingrid Bergman, as the first of three 90-minute programs on the CBS Television Network in the series titled "Special Tonight."

Stars Being Sought

The TV program will be adapted from Dudley Nichols' screenplay. Negotiations are now in progress for the adapter and stars of the television special. Other properties in the series will be selected from outstanding MGM screen successes, including "Mrs. Miniver," "Ninotchka" and "The Citadel."

SDG Nominates Six For 1959 First Half

From THE DAILY Bureau

HOLLYWOOD, July 26. — Six motion pictures released during first half of 1959 have been nominated for directorial achievement awards by the Screen Directors' Guild, Frank Capra, Guild president, announced on Friday.

Three for UA; 2 for Fox

Feature films selected by a vote of guild membership were: "Compulsion," 20th Century-Fox; director, Richard Fleischer; assistant, Ben Kadish; "Diary of Anne Frank," 20th Century-Fox," director, George Stevens; assistant, David Hall; "A Hole in the Head," Sincap-UA; director, Frank Capra; assistants, Art Black, Jack Berne; "The Horse Soldiers," Mirisch-UA; director, John Ford; assistant, Wingate Smith; "The Nun's Story," Warner Brothers; director, Fred Zinnemann; assistant, Charles Hansen; "Some Like It Hot," Ashton-UA; director, Billy Wilder; assistant, Sam Nelson.

Earlier this year membership nominated "Rally Round the Flag, Boys," "The Shaggy Dog," "Rio Bravo" and "Imitation of Life."

More Will Be Named Later

Additional films will be nominated for directorial achievement during the rest of this year and final awards for 1959 will be presented at the Director's Guild Annual Awards Dinner early next year.

All nominated films are screened for Guild members at the Screen Director's Guild Theatre.

AFM Asks Certification As Studio Bargainer

From THE DAILY Bureau

HOLLYWOOD, July 26. — The American Federation of Musicians, AFL-CIO has filed a petition with the National Labor Relations Board office in Los Angeles calling for an election to certify AFM as collective bargaining representative for musicians in major motion picture studios. The petition was filed immediately following anniversary of the original NLRB certification of the Musicians Guild of America, Inc. in major studios.

AFM contends that an existing MGA contract with the major studios could not serve as a bar to an election because it "does not conform to union security limitations" as provided in the National Labor Relations Act.

Under the Guild contract, AFM pointed out, an employer may pay dues to MGA, in behalf of a musician without the musician actually joining the guild, and federal law prohibits this type of payment by an employer to a union.

Now It's 'Tall Story'

HOLLYWOOD, July 26. — "Tall Story" has been chosen as final title of Joshua Logan's Mansfield Production for Warner Brothers, which will star Anthony Perkins, Jane Fonda and Ray Walston. Decision to revert from the tentative title, "The Way the Ball Bounces," back to the original "Tall Story" title of the New York stage hit by Howard Lindsay and Russell Crouse was announced by the studio. Logan directs and produces "Tall Story."

FEATURE REVIEW

Cast a Long Shadow

Mirisch — UA

Audie Murphy and Terry Moore star in this Mirisch Company presentation, which serves up a generous portion of Western action and romance. Murphy, of course, is an action star of good standing, and Miss Moore has been around long enough to have her own faithful following of fans, so the picture has sufficient marquee dressing, even if the screenplay by Martin M. Goldsmith and John McGreevey often goes rambling off in too many directions.

A young good-for-nothing, Murphy returns to his birthplace when he learns that he has been willed a large parcel of land by a late cattle baron generally believed to have been his father. Believed is the word, for Murphy, an illegitimate child, has never positively known who his father was, and for this reason has led an aimless, unhappy life.

Returning to his newly inherited ranch, Murphy wants only to sell it and get on his way, but he has not reckoned with a reunion with his former sweetheart, Miss Moore. Meeting her again, and rummaging through the house of a man who, it now seems certain, really was his father, Murphy becomes taken with the idea of settling down to a normal life. In this frame of mind, he tells the prospective buyers of the ranch, all people who had worked for the late owner, that he has decided not to sell, but that they can continue on in his employ.

But there are outstanding debts on the land which must be paid, necessitating a hurried cattle drive to Santa Fe. A group of jealous enemies try to keep Murphy from reaching his destination, but he finally makes it, with a happy future with Miss Moore indicated.

Under Thomas Carr's direction, this Walter M. Mirisch production never really gets rolling until the cattle drive. However, it's fun to watch Murphy in his somewhat plodding movement, and supporting player John Dehner turns in a commendable performance as a cattleman who turns out to be the real father of the hero, a surprise that is held out till near the end of the film. Also contributing good support to the stars are James Best, Rita Lynn, Denver Pyle, Ann Doran and Stacy B. Harris.

Running time, 82 minutes. General classification. Release, in July.

WARREN G. HARRIS

Calif. Suit Moved to N.Y.

The multi-million dollar anti-trust and breach-of-contract suits filed by King Brothers Productions against RKO Teleradio Pictures, General Tire and Rubber Co., Universal Pictures and others last November have been removed by the defendants from California to New York Federal Court jurisdiction, it was reported at the weekend. The actions involve distribution of King Brothers' "The Brave One" and claim breach of contract in regard to "Carnival Story" and "Drums in the Deep South."

Wild Strawberries

Svensk Filmindustri — Janus Fil

Written and directed by Ing Bergman, whom many serious stud of the film consider to be one of few authentic geniuses in motion ture production today, "Wild St berries" will be high on the mus list of discriminating movie-goe

But this is not only Bergman's umph, for he must share any ho due him with 79-year-old Victor strom, a pioneer film personality herein delivers a performance of greatest integrity. Together, these Swedish talents achieve a cl statement of the dried fruits of tism.

Produced by Allan Ekelund, th the story of a retired professo medicine, whose life has been on professional honor and interior i tion. Enroute from Stockholm to other city to receive an honorary gree celebrating the 50th annive of his graduation from the univer he travels a road pungent with me ries of his early life.

Passing a deserted summer cot where he and his family spent t vacations, the professor, played Seastrom, comes upon the spot wh he picked wild strawberries as a l This brings back memories of the f ily scene and evokes the happier ments of childhood when one seemingly free to grow in any di tion he desired.

But this reverie is soon broken, the professor continues his jour later meeting a quarrelsome mar couple who are perhaps symbolic his own marital difficulties. Travel with Seastrom have been his dau ter-in-law, herself a dissatisfied w and a trio of young hitchhikers, wh exuberance for life teach the profes an important lesson.

After a quick, cold reunion with 96-year-old mother, the professor rives for the honorary ceremon Many pleasant memories have aw ened the professor to the fact that has lived the better part of his ca too much to himself, and he makes first attempt at being a more o and sympathetic person by offer to cancel a debt owed him by his s This gesture has a certain positive fect upon the son, whose marriage been the victim of an almost here tary uncommunicativeness.

As in the case of Bergman's earl productions, which included "Smi of a Summer Night" and "The Se enth Seal," "Wild Strawberries" heavily symbolic, leaving an und standing of the themes it unearths to what the viewer, in thinking a feeling, brings to it.

Running time, 90 minutes. Gene classification. Current release.

W. G. H

FOLLOW THE LEADER

You don't have to scout around...just follow the leader and blaze a trail to your box-office with coming attraction trailers.

Trailers take all the merit badges for delivering your message clear and direct!

Result: { MAXIMUM AUDIENCE IMPACT!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

A GREAT 'DAY' FOR THE BOXOFFICE

Seven Snarling Strangers... They Took The Town By Storm... And The Women By Force!

SECURITY PICTURES, INC. Presents

ROBERT RYAN **BURL IVES** **TINA LOUISE**

The Academy Award Winning Titan In Another Rugged Role!

"DAY OF THE OUTLAW"

Also starring **ALAN MARSHAL** and **NEHEMIAH PERSOFF** as "Dan"

See **DAVID NELSON** ...he's terrific in his first starring role!

Screenplay by **PHILIP YORDAN**
Produced by **SIDNEY HARMON**
Directed by **ANDRE DE TOTH**

"ACTION TENSE!" *--FILM DAILY*
"STRONG MARQUEE NAMES!" *--M.P. HERALD*

BOOK IT NOW!

THRU **UA**

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 86, NO. 19 NEW YORK, U.S.A., TUESDAY, JULY 28, 1959 TEN CENTS

Alarm and Dismay"

ilms Council f Britain ttacks Tax

xpresses Fear Many More heatres May Have to Close

By PETER BURNUP

LONDON, July 25 (By Air Mail). Alarm and dismay" is expressed by Cinematograph Films Council in annual report about the failure of Chancellor of the Exchequer to olish the entertainment tax com-tely. As a result of the Chancellor's ure, the Council feels "many more emas in this country will undoubt-y close and the home market for

(*Continued on page* 2)

Nun's Story" Off to Top usiness in London

By PETER BURNUP

LONDON, July 25 (By Air Mail). ollowing last evening's spectacular ening at the 1,610-seated Warner eatre in Leicester Square, "The n's Story" sparked off to early rning advanced sale booking which rtled the West End experts. The formances had been keyed to the

(*Continued on page* 5)

io Legislature Adjourns; o Action on Film Bills

Special to THE DAILY

COLUMBUS, O., July 27. — The io Legislature adjourned the 1959 sion at the weekend without hav-; had a chance to vote on several n censorship and film regulation posals. None of the bills got out of nmittee.

It is considered likely that pro-nsorship forces will attempt to push ough some form of film regulation the next regular session, scheduled January, 1961.

TELEVISION TODAY—page 5

Canada Announces New Commercial TV Channels; See Scramble for Licenses

From THE DAILY Bureau

TORONTO, July 27.—The Government has announced that the Board of Broadcast Governors will begin accepting applications for television stations in areas now served exclusively by the publicly-owned Canadian Broadcasting Corp.

A mad scramble for licenses is expected to follow the announcement, with the hearings scheduled to begin in September. The construction of the new stations will come next year. Cities expected to receive second stations are Halifax, Montreal, Ottawa, Toronto, Winnipeg and Vancouver. Thirty applications are expected for the Toronto franchise alone.

S.C. Blue Law Muddle Goes On; Acquit Many

Special to THE DAILY

SPARTANBURG, S. C., July 27.—The confused South Carolina blue law enforcement situation was further complicated last week with the serving of warrants to three Hartsville exhibitors charged with operating on Sundays.

No trial date has been set for the cases, which could result in $50 fines to the defendants. The exhibitors are

(*Continued on page* 4)

Admission Prices Still Rising, Bureau Reports

From THE DAILY Bureau

WASHINGTON, July 27.—Motion picture admission prices continued to rise to a new high in the second quarter of this year, after having dropped steadily through 1958.

The Bureau of Labor Statistics re-

(*Continued on page* 4)

UA Sets Sales Drive To Honor J. R. Velde

A 23-week billing, collections and playdate drive honoring James R. Velde, United Artists' newly-elected vice - president in charge of domestic sales was announced yesterday by the company.

James R. Velde

The sales campaign, the most intensive in UA's 40-year history, will be co - captained by vice - presidents William J. Heineman and Max E. Youngstein. The drive gets underway this month.

More than $60,000 in cash prizes will be awarded to the 33 competing

(*Continued on page* 5)

Coast AFL-CIO Group Asks Federal Action Against 'Runaway Production'

From THE DAILY Bureau

LOS ANGELES, July 27.—The Los Angeles County Federation of Labor, AFL-CIO, has approved unanimously a resolution condemning "runaway" motion picture production and calling for enactment of a Federal law requiring that all motion pictures made in foreign countries and exhibited in the United States be plainly labeled in the main screen title with the country of origin.

The resolution was introduced at a meeting of the labor federation by H. O'Neil Shanks, secretary of the Hollywood AFL Film Council, composed of unions and guilds representing more than 24,000 employees in the motion picture industry. It calls for a resolution to be transmitted to the California Labor Federation, AFL-CIO, holding its state convention in San Diego next month, with a request for concurrance and transmission for action by the next national convention of the AFL-CIO, to be held in San Francisco in September.

By its text, the resolution is appli-

(*Continued on page* 5)

20th-Fox Plan

Puts Campaign For New Film To Exhibitors

Hyman Enthusiastic Over Plans for Sept. Release

(Picture on Page 3)

By WARREN G. HARRIS

Hope that 20th Century-Fox's presentation of its campaign for "Blue Angel" here yesterday was "indicative of things to come on the part of all distributors," was expressed by Edward L. Hyman, vice-president of American Broadcasting - Paramount Theatres.

"It's too bad that all 19,000 exhibitors in this country can't be here," Hyman said, following an outline of the campaign to AB-PT executives and the trade press at the AB-PT

(*Continued on page* 3)

Wometco Reports Gain For First 1959 Half

Special to THE DAILY

MIAMI, July 27. — Net income of $371,287 is reported by Wometco Enterprises for the 24 weeks ended June 20, as compared with net of $315,709 for the corresponding period last year.

Gross income for the 1959 half amounted to $4,740,379, against gross

(*Continued on page* 5)

Cleve. Business Continues Strong; Holdovers Prevail

Special to THE DAILY

CLEVELAND, July 27. — Theatre business continues on the upgrade here with the first runs leading the way to better boxoffice grosses. Smash hits are "A Hole in the Head," "The Five Pennies," "Last Train from Gun Hill," all being held over. And in the neighborhoods, "South Pacific" rolled up a sensational take in its first subrun engagements in six neighborhood theatres, all holding it over. Picture's second city break will be Aug. 19 when five or six approved theatres will present it.

PERSONAL MENTION

WILLIAM J. HEINEMAN, United Artists vice-president in charge of distribution, and SEYMOUR POE, producers' representative, will leave here today for London via B.O.A.C.

•

JOSEPH MOSKOWITZ, 20th Century-Fox vice-president and Eastern studio representative, will return to New York today from London.

•

RICHARD EINFELD, producer, will arrive in New York today from the Coast.

•

LEO WILDER, of the Warner Brothers publicity department, has returned to his duties following surgery at Mount Sinai Hospital here.

•

BRUCE EELLS, executive vice-president of United Artists Television, has returned to New York from Hollywood.

•

DAVID O. SELZNICK, and his wife, JENNIFER JONES, with their daughter MARY will return to New York from Europe today aboard the "Queen Elizabeth."

•

SAM SPIEGEL, producer, will leave New York for London today via B.O.A.C.

•

JOSEPH E. LEVINE, president of Embassy Pictures, and his press agent, BILL DOLL, will leave here tomorrow to attend premieres of "Hercules" in Los Angeles and Chicago.

•

J. H. SIMPSON, vice-president of Capital Releasing Corp., Atlanta, has left there for Chattanooga, Tenn.

•

SAMUEL T. WILSON, theatre editor of the *Columbus Dispatch*, has returned to his duties following a bout with bronchial pneumonia.

•

GORDON MCLENDON, president of McLendon Radio Pictures, Dallas, has left there for Hollywood.

•

ROBERT BLITZ, Warner Brothers salesman in Cleveland, is convalescing at Euclid General Hospital there following surgery.

•

MRS. LEONARD SAMPSON has given birth in New Haven, Conn., to a girl, AMY. Father is partner in the Nutmeg Theatre Circuit. The newcomer is their third child.

•

SHELDON REYNOLDS, producer-director, has arrived in New York from the Coast. He is en route to Europe.

EKC First Half Sales and Earnings Reported Above Any Similar Period

First-half sales and earnings of the Eastman Kodak Company were substantially higher than a year ago and were the best the company has had for any corresponding period, it was reported yesterday by Thomas J. Hargrave, chairman, and Albert K. Chapman, president.

Consolidated sales of the company's establishments in the United States for the first half (24 weeks ended June 14) were $400,786,235, about 13 per cent more than sales of $353,621,635 for the similar period of 1958.

Net earnings were $52,720,909, about 41 per cent higher than the $37,330,269 reported for the 1958 first half. A year ago, effects of the recession in general business and various special factors had resulted in a 7 per cent drop in earnings from the 1957 first half.

$1.36 per Common Share

First-half earnings for 1959 equaled $1.36 per common share on the 38,382,246 shares now outstanding. On the same comparative basis, net earnings for 1958 were about $.96 per share. (A year ago earnings equal to $1.93 per common share were reported on the 19,191,123 common shares then outstanding. A one-for-one stock distribution made in April, 1959, increased the outstanding common shares from 19,191,123 to 38,382,246.)

Net earnings were 13.2 per cent of sales this year, compared with 10.6 per cent a year ago.

Up 45% Over Last Year

Pre-tax earnings were $112,220,909, about 45 per cent more than the $77,330,269 for the 1958 first half. The provision for income taxes amounted to $59,500,000 against $40,000,000 a year ago.

For the second quarter of 1959, total sales were $210,985,259, about 11.5 per cent higher than for the corresponding period last year. Net earnings for the quarter were $29,888,489, about 33 per cent more than a year ago.

CFI Marks 40th Year With Lab Expansion

From THE DAILY Bureau

HOLLYWOOD, July 27.—On the occasion of its 40th anniversary, Consolidated Film Industries here has recently completed an expansion of some 15,500 square feet plus architectural and landscaping redesign.

The expansion now brings the Hollywood laboratories of CFI to a total of about 113,000 sq. ft., Sidney P. Solow, vice-president and general manager, reported. New executive offices, color control facilities and color processing laboratories have been provided.

British Open Meetings On Studio Wage Scales

From THE DAILY Bureau

LONDON, July 25 (By Air Mail)—The storm-in-a-teacup dispute which led unhappily to a one-day token strike in studios here is levelling out.

Following the resumption of studio work, a meeting took place between representatives of NATKE—but without Sir Tom O'Brien—and of the two producer associations, the British Film Producers' Association and the Federation of British Film Makers.

As an outcome thereof special meetings have been called of the executive councils of both producer bodies to consider the NATKE claim for a re-examination of the studios' wage structure in regard to NATKE grades vis-a-vis amounts paid, in similar grades, to members of other unions.

Producer Meetings Slated

The producer meetings will take place next Wednesday. The producers' decisions will be given to union representatives on Thursday.

In the meantime, the Electrical Trades Union has lodged a straight wage claim for its members working in studios. At a meeting with the two producer bodies, the union asserted that wages of studio electricians had fallen by 6¼d per hour behind those paid electricians on similar grades in other industries.

The producers are expected to give their views on the claim to ETU representatives at another meeting scheduled to be held on Thursday.

Freeman Is Honored by California Legislators

From THE DAILY Bureau

HOLLYWOOD, July 27.—California lawmakers have paid tribute to Y. Frank Freeman, Paramount Pictures vice-president and board chairman of the Association of Motion Picture Producers.

Assemblyman Charles Conrad presented to Freeman an illuminated copy of a house resolution commending Freeman for his more than 20 years of service in California to his corporation, the city and state. Freeman has served as a member of the board of trustees of the University of Southern California, in a position as deputy chairman of the board of the Federal Reserve Bank of San Francisco and in other posts.

Films Counc

(*Continued from page 1*)

British films will continue to contr

Entertainment tax, the Council is "discriminatory and crippling."

The Films Council is the body pointed by statute to advise the B of Trade on Quota and allied mat

In view of the growing tendency special films to be shown at cer cinemas for long periods, the Cou has recommended that exhib showing films on extended should average their quota ove period of two years instead of one

The report also expresses regret the Government has not yet in duced a bill to amend the Quota le lation "despite the fact that i agreed on all sides that the pre legislation needs overhauling."

The Board of Trade asked Council for advice on the questio British films that are subject to bar practices.

Unfairness to Independents See

The Association of Independ Cinemas pressed for the open rele of British films, suggesting that it unfair that independent exhibi were unable to obtain them w they wanted.

The Council advised that the o market release of films was impra able, but that independent exhibit who felt themselves unfairly har capped by barring practices should encouraged to make use of the j committee set up by the Kinema graph Renters' Society and the Ci matograph Exhibitors' Association dealing with such complaints.

'Tosca' in 15 Houses

Casolaro-Giglio Film Distributi Co. will present the film version Puccini's "Tosca" in 15 art theatres the New York metropolitan area sta ing tomorrow. First-run dates for t picture in Boston, New Orleans a San Francisco are in negotiation the present time.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
AUDREY HEPBURN
In FRED ZINNEMANN'S Production of
"THE NUN'S STORY"
A WARNER BROS. PICTURE
in TECHNICOLOR®
and GALA NEW STAGE SPECTACLE "BONANZA"

WANTED
Young, unmarried man to manage combination art and domestic policy theatre in town 75 miles from New York. Some theatre experience preferable. Good future for energetic and imaginative man. Write for appointment.
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oubles Price for All naccompanied Children

Special to THE DAILY

LODI, O., July 27. — A fifty-cent dmission charge for children not ac-mpanied by an adult has boosted e adult business at the Idol Thea-e here, the owner, William Burn-de reports. When accompanied by adult the admission price is 25 nts. Burnside said he was tired of aby-sitting and changed his policy cater to adults instead of children.

ourt Orders Hearing n Police in Theatre

Special to THE DAILY

HARTFORD, July 27.—The Court Common Pleas Fall Session is to nduct a hearing on a permanent in-action to restrain the Newington, nn., Police Chief from assigning n to the Newington Theatre.

William Sprague, town counsel, ex-ained a temporary agreement has en reached between the Davey-lis interests, theatre owners, and town not to assign policemen to theatre on Sundays. This action is forego a court hearing on a tem-rary injunction restraining the chief m such a course.

Irving Ribicoff of Hartford, rep-enting theatre owners Paul Tolis d Polycrates Davey, and Sprague ve accepted the temporary agree-nt. Tolis and Davey have objected a newly-created town ordinance ich allows Police Chief William E. lleran to assign men to the theatre his discretion.

ame Ohio ITO Unit to lan Oct. Convention

Special to THE DAILY

CLEVELAND, July 27.—Marshall ne, acting president of the Inde-dent Theatre Owners of Ohio, has ned Frank Murphy, Loew's theatre ision manager; Sam Shultz, Select-Theatres Circuit of Cleveland; Jack nstrong, Bowling Green, and Louis ethe, Cincinnati, a committee in rge of the Oct. 26-28 state conven-n to be held in Columbus.

The committee met this week in c's office and laid plans for the vention which will be based on a iness-building theme.

ine states a state-wide business-lding plan, now in the formative ge, will be presented at the con-tion. He also stated there will be clinics on the agenda.

arts 'Cordura' Tour

Michael Callan, who makes his mo-picture debut in "They Came to dura," is launching a cross-country notion tour which will take him Cleveland, Detroit, Chicago, Mil-kee, Seattle, Portland and San ncisco. The tour is the second that an has made in the past three ths in behalf of the production. arrived in Cleveland last night to n the tour.

Abe Goodman, 20th-Fox advertising director, shows the material to Edward Hyman while Rodney Bush and Charles Schlaifer look on.

'Angel' Campaign Outlined

(*Continued from page* 1)

Little Theatre here. He described the "tailor-made," $760,000-plus campaign as "terribly exciting," one that would get the Fall release schedule off to a notable start.

Likes the Labor Day Slot

Hyman commended 20th-Fox for setting "Blue Angel" as its Labor Day release, pledging not only "the co-operation of our people," but of everyone who "has endorsed orderly distribution." The circuit executive told 20th-Fox representatives "I have it from an unimpeachable source that you have a great picture. Thanks a million."

Outlining the "Blue Angel" campaign to the AB-PT executives and representatives of the trade press was the following contingent: 20th-Fox's Rodney Bush, exploitation director; Abe Goodman, advertising director; Eddie Solomon, exploitation manager; and Martin Michel, radio and TV director. Also, Bert Lange, marketing services manager for *Life Magazine*; Bob Seamon, director of motion picture advertising for *Look Magazine*, and Charles Schlaifer, advertising executive.

Gate-Fold Ad in Both

The latter two magazines represent the biggest single factor in the "Blue Angel" campaign. In each, 20th-Fox will place a gate-fold advertisement said to be the largest ever for a motion picture in a magazine. The *Life* ad starts on the inside cover, with the reader's attention instantly attracted to the first page, where the bottom portion of a pair of woman's legs is accompanied by the question "Could a man have a better reason for throwing his life away?" Opening the ad to its full three-page size, the reader is confronted with a provocative, full-length pose of star May Britt. The *Look* ad is similar, except that Miss Britt is stretched out on her side, and both are in full-color.

Rodney Bush told the invited audience that the two magazines have a combined, unduplicated circulation of almost 25,450,000, reaching almost 50 per cent of all households in the U.S. Both Lange and Seamon made it quite clear that *Life* and *Look* would do everything in their power to promote the unique advertisement to the trade and general public.

In addition, 20th-Fox will promote "Blue Angel" with full-color page ads in the *American Weekly*, *Parade* and *Weekend*, Abe Goodman reported. These newspaper supplements cover 126 cities in the U.S. and Canada and reach approximately 75,000,000 readers.

They Stress Miss Britt

All ads in the "Blue Angel" campaign stress the more than ample charms of Miss Britt. The ads are "big, fresh and startling," according to Goodman, especially the ones in *Life* and *Look*, which cost $147,000 and $108,000, respectively. The *Life* ad appears August 31, and the *Look* ad, September 1.

Solomon described the one, three and 24-sheet accessories for the picture. Pointing out that the stand-up pose of Miss Britt would make an excellent cut-out for display purposes, he said that a 19-foot standee of the blond actress would look mighty imposing in front of or inside any theatre. This could be cut from the 24-sheet. Solomon said that by the time 20th-Fox is through with Miss Britt, "she'll be as popular as the Republican elephant or the Democratic donkey."

Now Making Personal Appearances

Miss Britt is now on a series of personal appearances in behalf of "Blue Angel." Before she returns to Hollywood, she will have visited such cities as Washington, Boston, Philadelphia, Toronto, St. Louis, Cincinnati, Cleveland and Chicago.

Unreeled for yesterday's audience was a CinemaScope and color trailer introducing Miss Britt to theatre audiences and showing her in scenes from her most important motion picture to date. The actress will also be starred in a special featurette to be included in an up-coming edition of the Fox-Movietone Newsreel.

Martin Michel described an unusual radio commercial that will spell out the adult theme of the picture without revealing it in explicit words that might offend younger listeners. This will be accomplished through the gimmick of having a young child eaves-dropping on the conversation of his parents. Another strong audio pitch for "Blue Angel" will be directed at two songs sung by Miss Britt in the picture, "Lola-Lola" and "Falling in Love Again."

20th-Fox representatives will visit other circuit representatives all this week with their "Blue Angel" wrap-up.

PEOPLE

Leo Brody, assistant to the vice-president of Trans-Lux Television Corp., has been appointed to the additional post of Eastern division sales manager.

□

Ernest A. Dorau has resigned as manager of the Davey-Tolis Newington Theatre, Newington, Conn., to assume supervision of the newly-opened Connecticut area office of Affiliated Theatres, Inc., Boston, film buying and booking service. He will headquarter in New Haven.

□

Hugh A. Maguire, former manager of the Paramount branch in Buffalo, has been appointed head of the extension division of the Buffalo Better Business Bureau.

□

Newton P. "Red" Jacobs and **Paul P. Schreibman**, of Cory Film Corp., have arrived in Texas with a print of their "Room 43," for special screenings and a presentation of the promotional campaign for the film to officials and theatre managers of the Interstate Circuit.

□

Harry Lavietes' estate has sold a large business block in the Fair Haven section of New Haven, Conn. The tract includes the shuttered Pequot Theatre. The buyer, a plumbing supply concern. has no plans to reopen the house, closed three years ago.

Hearing Today on Tex. Anti-trust Action

Special to THE DAILY

TYLER, Tex., July 27.—A pre-trial hearing in a near-million dollar anti-trust suit brought by S. G. Fry, owner of the Liberty Theatre here, will be held tomorrow morning in the court of Federal Judge Joe W. Sheehy. Defendants in the case are Interstate Theatres and 11 motion picture firms and distributors.

Among other allegations, Fry charges that Interstate's two houses here, the Tyler and Arcadia, have first choice of new films and are given the newer films at lower rentals than he is charged.

National Pre-Selling

OTTO PREMINGER's "Anatomy of a Murder," a gripping, smash-hit drama that hits all its high spots in a courtroom is reviewed in the July 27 issue of "Life."

The review opening on a two page spread has photos of tense faces of people squirming in the witness chair, and of sneering and shouting lawyers.

According to "Life," "Anatomy's" dialogue is taut and the acting superb, as it needed to be to carry along the story of the trial of an Army officer for killing a man who may or may not have raped his wife. It is as tense and chilling a shocker as has come along in years.

•

"Ask Any Girl," starring Shirley MacLaine and David Niven is one of the funniest films we've seen in a long time. It is placed on the top of Edwin Miller's review list in the July issue of "Seventeen."

•

"John Paul Jones," the Warner film based on the career of one of America's greatest naval heroes is recommended to the readers of "Redbook's" August issue by Florence Somers.

•

"North by Northwest" reports the reviewer in "Argosy's" August issue is suspenseful and fast-paced, a slick entertainment, and a movie-goer's must for '59.

•

"Say One For Me," starring Bing Crosby as a priest in charge of a parish of entertainers is reviewed by Richard Marek in the July issue of "McCall's." Also appearing in this 20th-Fox film is Debbie Reynolds and Robert Wagner. Marek says "Bing is relaxed and magnetic as ever."

•

Joseph Welch who plays the judge in Otto Preminger's "Anatomy of a Murder" is interviewed in the August issue of "Esquire" by Pulitzer Prize winning reporter Anthony Lewis. Welch was one of the few men who came out of the Army-McCarthy hearings with his reputation enhanced. He told the interviewer there is a kind of legend, a false impression, that you can get away with murder if you hire a good-enough lawyer. In reply to a question if that was the case in "Anatomy," Welch said "No, I don't think so. I think the defense is 'Anatomy' is a proper defense."

•

A condensation of Joseph Steele's book "Ingrid Bergman, an Intimate Portrait" appears in the July issue of "Good Housekeeping." Ingrid's life and loves are revealed for the first time through her own action and letters. It makes extremely interesting reading.

WALTER HAAS

FILMACK 40 YEARS FILMACK
OF BETTER AND FASTER SPECIAL TRAILERS
From Dependable
FILMACK
1327 S. Wabash Chicago 630 Ninth Ave. New York

REVIEW:

Surrender—Hell!

Cory Film Corp.—Allied Artists

HOLLYWOOD, July 27

HERE IS AN exciting account of the gallantry and heroism displayed by Filipino patriots and savage headhunters, who banded together under the leadership of Col. Donald D. Blackburn, an American Army officer, during World War II to form a guerilla fighting unit which helped make possible General MacArthur's victorious return to the Philippines.

Based on a diary kept by Blackburn, which was novelized by Philip Harkins under the title "Blackburn's Headhunters," the film achieves a high degree of authenticity with some of the most realistic action and unusual supporting cast performances ever drafted into a war film under the spirited direction of John Barwell, who also wrote the screenplay.

The film can boast of many entertaining moments, with touches of romance, native dances and suspense in carrying out the guerilla maneuvers, expertly woven into the fabric of the over-all campaign to reduce the Japanese stronghold on the Philippines.

Keith Andes and Susan Cabot are the only two American players to share marquee billing. Paraluman and Nestor De Villa head the large cast of competent Filipino actors, Andes portrays the role of Blackburn. Miss Cabot is both charming and exciting in her enactment of a Filipino guerilla fighter in love with Andes, sacrificing her life in the cause by diverting Japanese attention from an attack by the guerillas. Blackburn's efforts earn for him the rank of Lieutenant Colonel in the final sequence of the film.

Edmund Goldman produced for executive producers Paul Schreibman and Newton P. Jacobs. Special narration was written by Charles Martin. Expert camerawork was displayed by Miguel Accion, P.S.C.

Running time, 85 minutes. General classification. Release, in August.

SAMUEL D. BERNS

Texas Drive-in Meeting Is Set for Feb. 9-11

Special to THE DAILY

DALLAS, July 27. — The Texas Drive-In Theatre Owners Ass'n. has set Feb. 9, 10 and 11 as dates for its 1960 convention, to be held in the Sheraton-Dallas Hotel here.

A trade show will be held in connection with the convention, as has been the custom in previous years.

Lazarus in Washington

WASHINGTON, July 27.—Paul N. Lazarus, Jr., Columbia Pictures vice-president, will arrive here tomorrow from New York for conferences with American Legion officials concerning William Goetz' "They Came to Cordura."

Lazarus will also meet Washington personalities to discuss premiere plans for Columbia's "The Mouse That Roared," which tells the tale of the smallest country in the world declaring war on the United States.

Admission Prices

(*Continued from page* 1)

ported that the combined admission price index in the June, 1959, quarter was 139.4. The Index adults' admission was 140.2 and for children 131.1 of 1958's 136.8 for adults, and a children's index of 126.5.

Protests Columbus, O., Nudists Film Censorship

Special to THE DAILY

COLUMBUS, O., July 27.—Laws aimed at "obscene" films need revision, contended James Hursey, Columbus citizen, who expressed his views in a letter to the editor of the *Columbus Citizen*, protesting the confiscation of the nudist film, "Ten Days in a Nudist Camp" at the Fox art house here.

"Something is drastically wrong with our laws when anyone who happens not to like a movie can close down a theatre and have the manager arrested," wrote Hursey.

Police vice squadmen confiscated the film and arrested Joel Secoy, Fox assistant manager, on an affidavit filed by Patrick Berry, Columbus businessman. Secoy pleaded innocent in Municipal Court and the case was continued to Aug. 4.

J. G. Wellons, Exhibitor

Jesse Gordon Wellons, 56, owner of drive-in movie theatres at Fayetteville and Spring Lake, N. C., died July 24 at his home in Fayetteville. He was a pioneer in the drive-in business.

'Blue Lau

(*Continued from page* 1)

charged under a 1712 law ag bear baiting and other Sunday ar ments.

Meanwhile, a magistrate's jury at Greenwood has acquitted drive-in theatre operators of blue violation charges. Pete Zouras Marion Ackerman were tried by a man jury on charges they violated law against Sunday entertainmer opening drive-ins for business on day night.

These and other recent acqui have given a big boost to theatre erators in many areas of the to start Sunday operations. By same token, law enforcement off have been made chary of attemp arrests.

Spartanburg, heart of the so-c "blue law belt," has yet to get successful movie operations going. its officers made almost 400 ar under a non-work blue law on a cent Sunday.

So far, every case tried has sulted in acquittal.

S. C. Houses to Set Sun. Operating Policy

SPARTANBURG, S. C., July Sam R. Watt, attorney for the C lina and Palmetto Theatres here, he would make a policy staten within the next few days concer Sunday operation of the two thea which remained closed yesterda

Watt indicated that future p would depend somewhat on how week's blue laws arrest program through in the county and adja areas.

Only One Officer Assigned

Asserting that it can't afford channel most of its manpower enforcement of the state's "blue la the Spartanburg City Council nounced that in the future it will sign only one officer to making s arrests on the Sabbath.

Last week all city and county cers were making arrests unde "blue law" which forbids working the Sabbath. Close to 400 ar were made.

Except for one mistrial, all bothered to seek jury trials were quitted. The fine for conviction such cases is only $1.

At Greenville, six area movie erators scheduled to be tried July before Magistrate Bates Aiken "blue law" violation charges, ser notice they will seek a transfer another court.

Doubt Fair Trial

In affidavits attached to th notices, the defendants express belief they cannot obtain a fair t before Magistrate Aiken because cuit Court Solicitor James R. Ma has in the public press criticized conduct of a previous "blue la trial before Aiken.

The defendants, through their torneys, Leatherwood, Walker, To and Mann, intend to apply to Ma trate Aiken for a change of venue, was stated.

ıe 'Horror' Film wer Gets Publicity

Special to THE DAILY

OLUMBUS, O., July 27.—Sandra ıon, local 22-year-old girl ac- ed a local theatre's challenge to a "horror" movie at midnight e in the theatre. She answered ıd which read: "We are looking ı girl who is not afraid to attend ecial preview of 'Horrors of the k Museum.' There will be no one ıe theatre but you. Can you take

ndra took it and watched the ker screened at the Boulevard, of several local neighborhoods drive-ins to show the film. After screening, Sandra said: "That tre sure was lonely. It was nerve- tering—but fun. No more horror ies at midnight for me. At least, by myself."

ıe theatre's stunt paid off in pub- .

A Sets Drive

(*Continued from page* 1)

ches in the U.S. and Canadian tories. Exchanges will be aligned ree major groups.

ıe Jim Velde Drive will be run ree individual laps capped by a stretch period. The first lap of weeks ends August 29th. The nd lap of five weeks ends October Third lap of six weeks ends ember 14th and the final stretch od of seven weeks ends January

ıbstantial cash prizes will go to first three winners in each divi- for each of three laps. Grand s will be awarded to the three ers in the overall standings at conclusion of the drive. Division district prizes will also be ded.

r. Velde was elected vice-presi- in charge of domestic sales on 23 after serving as UA General Manager since February, 1956.

ıne! Edel Dead

LBANY, N. Y., July 27.—Funeral ces were held here yesterday for el G. Edel, a half brother of Rob- Rosenthal, ex-manager of the local ner first-run theatres, and a son of ate Mrs. Rosa Rosenthal, who was ter of Moe Mark, early operator of motion picture houses in New , Albany and elsewhere.

stores 'Love' Cuts

ngsley International, distributors "Love Is My Profession," an- ıced yesterday that the New York or board had restored three cuts e picture which had been ordered re the picture received its license months ago. One of the scenes 's Brigitte Bardot emerging nude a bath. The film ran at the Little ıegie Theatre with the cuts and is showing at the Apollo with the restored.

Coast AFL-CIO

(*Continued from page* 1)

cable to both theatrical and television films, and calls attention to the unanimous approval of Resolution 92 at the AFL's 71st national convention in 1952 in New York City, which protested and condemned the practice by some American film producers and advertising agencies of making films in foreign countries for consumption in the U. S., to take advantage of cut-rate wages that are lower than American standards.

The resolution takes issue with management of American businesses that attempt to sell American products through advertising films made in foreign countries by foreign workers to avoid wage and living standards which make possible the purchase of their product in America, and uses the making of American "westerns" in Spain as an illustration of its brief against "runaway production."

Wometco Report

(*Continued from page* 1)

for the first 24 weeks of 1958 in the sum of $4,239,334.

In addition to theatre operation in south Florida and refreshment vending, Wometco owns and operates television stations here and in Asheville, N. C.; an Asheville radio station and has a 20 per cent interest in WFGA-TV, Jacksonville.

Directors of the company have voted a quarterly dividend of 17½ cents per share on the Class A common stock and a quarterly dividend of 6½ cents per share on the Class B stock, both payable Sept. 15 to holders of record on Sept. 1. This is the second dividend declared since public issuance of Wometco stock last April.

Upstate Drive-Ins Cut Prices for Anniversary

Special to THE DAILY

ALBANY, N. Y., July 27. — The Turnpike Drive-in at Westmere celebrated its seventh anniversary, and the admission of its 75,000th patron, with a rollback of the admission price for the night to 50 cents, as well as of concession prices for the first 500 adults, and a jackpot of gifts to the lucky customer.

The drive-in, built by John W. Gardner, has been operated for the past two seasons by Alan V. Iselin's Tri-City Drive-in Theatres.

The Menands Drive-in, at Menands, marked its eleventh season of operation by Joe Miller with a one-evening rollback of admission price to 35 cents, and of charges for ice cream, soda and popcorn to 10 and five cents, respectively, for the first 500 adults entering.

Drive-In Veteran Dead

FAYETTEVILLE, N. C., July 27.—Jesse Gordon Wellons, 56, a pioneer in the drive-in theatre business, died July 24 at his home here. He owned the Midway Drive-In Theatre here and a drive-in at Spring Lake.

Television Today

Jerome Kern Tribute On NBC-TV Sept. 22

A 90-minute tribute to composer Jerome Kern will be telecast on the NBC-TV Network Tuesday, Sept. 22, at 9 P.M. under the sponsorship of the United States Brewers Foundation, it was announced yesterday by Walter D. Scott, executive vice-president, NBC-TV Network.

To be titled "A Toast to Jerome Kern," the musical extravaganza will be written and produced by Robert Wells. Negotiations are under way for a musical conductor and performers to star in the telecast.

G-E to Sponsor CBS 'Fabulous 50s' Spec

"The Fabulous Fifties," a 90-minute special being produced by Leland Hayward, will be presented on the CBS Television Network on Sunday, Jan. 17, at 8 P.M., under the sponsorship of the General Electric Company.

'Turn of the Decade' Motif

As conceived by Hayward, "The Fabulous Fifties" will take a panoramic, turn-of-the-decade look at America. The program will depict trends and outstanding events of the 1950's in music, comedy, drama and dance. Stars of the spectacular will be announced when contract negotiations have been completed.

'The Nun's Story'

(*Continued from page* 1)

annual Midnight of 100 Stars Performance at the London Palladium, which is show business's annual alms-raising endeavour in aid of the Actors' Orphanage.

Sir Laurence Olivier, organizer of the Palladium show at which London's most distinguished women stars consent to support him in a song-and-dance act, agreed to receive the Warner Theatre audience earlier in the evening. Most of the distinguished ladies including august Dame Edith Evans (one of the stars of the Zinnemann film) arrived before him.

SRO House

There was, not unnaturally, a crowded house of paying customers. But, in view of the oldest pundit present, there had never been a film premiere—without Royal patronage—quite like this in London before.

For the 152-minute-long film the audience sat in rapt attention. Immense applause broke out at the end. The National Anthem was played. Then, with a 1,600-strong audience standing again in tribute, Mel Ferrer, followed by Olivier, escorted Miss Audrey Hepburn out of the theatre.

"You might think she's the Queen," whispered one of those surprised pundits.

That was the impression the Zinnemann film had made.

Rodgers to WNTA-TV As Program Director

Douglas Rodgers, producer and director associated in the past with National Broadcasting Co. and with Maury, Lee & Marshall Advertising, has been named program director of WNTA-TV here, effective Aug. 1, it was announced yesterday by Malcolm C. Klein, vice-president and general manager of the Channel 13 station.

In addition to numerous credits as producer and director, Rodgers has appeared as an actor on Broadway, in films and on television.

Eight Sponsors Sign For ABC 'Bronco' Show

"Bronco," a new one-hour show based on the central character in this season's "Cheyenne" series, will debut on the ABC Television Network, Tuesday, Sept. 22, at 7:30 P.M. Starring in the Warner Bros. produced series is Ty Hardin, who originated the Bronco Layne character when he replaced Clint Walker in "Cheyenne."

Sponsors Listed

Sponsoring "Bronco" will be the American Chicle Company, Carnation Company, Corning Glass Works, General Mills, Glidden Paints, Luden's, Inc., National Carbon Company, and Whitehall Laboratories. Corning Glass will be sponsoring a network television series for the first time.

'Package' of 52 Films From Schubert Shortly

In "package" form, a group of 52 feature films, including several acquired from Quality Films, Inc., will be released for television shortly by Bernard L. Schubert, Inc., it was disclosed here yesterday.

Schubert, in making the announcement, revealed that Charles Weintraub, president of Quality Films, will serve as sales consultant to the Schubert organization in connection with the films.

In addition to releasing feature pictures, Bernard L. Schubert, Inc., produces and distributes television film series.

NBC Promotes Baiman

Marvin W. Baiman, manager, NBC Research Studies, has been appointed manager, Research Projects at NBC, it was announced by Dr. Thomas E. Coffin, director, NBC Research.

Latest business report on MIDDLE OF THE NIGHT!

WASHINGTON
PLAYHOUSE

BIGGEST GROSSER IN FOUR YEARS!

SAN FRANCISCO
PARAMOUNT

BIGGEST FIRST WEEK IN MORE THAN TWO YEARS!

PHILADELPHIA
TRANS-LUX

BEST BUSINESS IN MORE THAN A YEAR!

NEW YORK
FORUM and 52nd ST. TRANS-LUX

BIGGEST OPENING DAY IN HISTORY OF BOTH THEATRES... RECORD BUSINESS CONTINUES...NOW IN 6th WEEK!

DETROIT-KRIM

SMASH BUSINESS OPENING WEEK! WILL HOLD FOR 10 WEEKS OR MORE!

SENSATIONAL GROSSES EVERYWHERE IT PLAYS!

watch business build on *Columbia's*
"THE MIDDLE OF THE NIGHT!"

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 86, NO. 20 NEW YORK, U.S.A., WEDNESDAY, JULY 29, 1959 TEN CENTS

nual Report

irsch Calls or Aid to mall Houses

ges Local 'Reappraisals' Distributors Branches

Special to THE DAILY

HICAGO, July 28. — A proposal distributors authorize their ch managers throughout the country to reappraise the economic situations of theatres within their territories and work out relief measures designed to sustain theatres in danger of closing is a highlight of the annual report which Jack Kirsch, presi-, will make to members of Allied tre Owners of Illinois at their

ack Kirsch

(*Continued on page 5*)

don Confabs to Plan smarck' Campaign

ans for an international publicity exploitation campaign for "Sink Bismarek" will be discussed be- ing Friday when 20th Century- publicity manager Ira Tulipan to London for discussions with ucer Lord John Brabourne and executives in Great Britain.

ie film company is instituting the paign while the CinemaScope pro-

(*Continued on page 6*)

. Heads Confer in ndon on "Solomon"

eliminary planning of United Art- nillion-dollar-plus promotion cam- n for "Solomon and Sheba" will n in London this week at confer- s to be attended by top-echelon pany home office and foreign and promotion executives.

illiam J. Heineman, vice-presi-

(*Continued on page 2*)

(ADVT)

Nathanson UA's Int'l Ad-Pub Head

Morton Nathanson has been named United Artists director of international advertising and publicity, it was announced today by Arnold M. Picker, vice-president in charge of foreign distribution, and Roger H. Lewis, vice-president in charge of advertis-

(*Continued on page 2*)

Report 'Commandments' Drive-in Grosses High

Drive-in theatres playing "The Ten Commandments" this summer are doing an average of four to five times normal business, according to statistics furnished by exhibitors, it is reported by Edward G. Chumley, Paramount's domestic sales manager for the Cecil B. DeMille production.

A total of 1,613 bookings in U. S. drive-ins for this July and August is

(*Continued on page 5*)

REVIEW:

Blue Denim

20th-Fox—CinemaScope

THE NEAR-TRAGIC consequences of a teenage romance are detailed with honesty and a good deal of courage in this screen adaptation of the Broadway stage hit of a couple of years back. "Blue Denim" is perhaps the most sincere film which has yet been made about the tribulations of the fundamentally decent members of the rock-and-roll set. At the same time, and quite legitimately, it is a highly exploitable motion picture.

Charles Brackett produced and Philip Dunne directed the film, and both obviously worked with extreme care. It was necessary, considering

(*Continued on page 5*)

28% Increase

AB-PT 6-Mo. Net Rises to $3,886,000

Reports Best 2nd Quarter For Theatres Since 1955

American Broadcasting - Paramount Theatres had net estimated operating profit of $3,886,000 for the first six months of the year, a 28 per cent increase over the $3,042,000 earned in the corresponding period last year Leonard H. Goldenson, president, reported yesterday.

L. Goldenson

Estimated net operating profit for the second quarter rose to $1,573,000 a share from the $1,188,000 in the like quarter of 1958.

The results reflect an improvement

(*Continued on page 5*)

Over Billion Theatre Gross in '58, U.S. Says

From THE DAILY Bureau

WASHINGTON, July 28.—Americans spent some $1,168,000,000 on motion picture admissions in 1958, the Department of Commerce reported today, an upturn from the $1,120,0000,000 they spent the previous year, but still lower than the $1,228,000,000 spent in 1956.

This was reported in the Commerce

(*Continued on page 2*)

Detroit, Pittsburgh Dates for 'Ben-Hur'

Additional "more than two years" engagements for M-G-M's "Ben-Hur" were announced yesterday. The film spectacle will open in February, 1960, at the Warner Theatre, Pittsburgh, and a date to be announced at the United Artists, Detroit.

Both engagements will be on a

(*Continued on page 6*)

PERSONAL MENTION

MURRAY SILVERSTONE, president of 20th Century-Fox International Corp., will leave New York today on a world tour.

•

JAMES H. NICHOLSON, president of American International Pictures, will leave Hollywood tomorrow for New York.

•

BOSH STACK, president of Bosh Stack Associates, public relations, has left New York for Puerto Rico.

•

JAMES HILL, producer, and wife, RITA HAYWORTH, will return to Hollywood today from New York.

•

ASUNDA "SUNNIE" CHRISTOPHER, assistant manager at Shea's Buffalo Theatre, Buffalo, was married at Holy Cross Church there to EDWIN MCINTEE.

•

CONNIE DI MEGLIO, of the 20th Century-Fox advertising-publicity department, will be married here on Aug. 2 to JOSEPH FRUSCELLA.

Schenck Recovering

HOLLYWOOD, July 28.—Joseph M. Schenck, veteran industry executive and former board chairman of 20th Century-Fox, was reported improved at Cedars of Lebanon Hospital here today, where he is receiving treatment for a broken hip, resulting from a fall.

The hospital said doctors would decide Thursday whether the bone would mend unaided or whether a pin would be necessary.

Nicholas M. Schenck, former president of Loew's, who is the injured man's brother, left New York yesterday to visit him at the hospital.

Joseph Schenck, who is 75, most recently had been associated with the late Mike Todd in the development of the Todd-AO process.

WANTED-NEW CUSTOMERS!
Young fella with 39 years experience desires to service dollar-wise showmen with top-quality...
SPECIAL ANNOUNCEMENT TRAILERS
at cost no higher than you now pay.
Let the Prize Baby prove his superiority.
Your satisfaction will be long-lasting.
NATIONAL SCREEN SERVICE
TOPS IN TRAILERS!

Canadian TOA Head Opens Fire on Pay TV; Rebuts Telemeter Test Backer

Special to THE DAILY

MONTREAL, July 28.—Joseph Strauss, president of TOA of Canada, today took sharp issue with N. A. Taylor, president of Twinex Century Theatres, of Toronto, for his statement that the pending test of pay-TV in Etobicoke this fall will be helpful to motion picture theatres.

He said Taylor has affiliations in some of his theatres with Famous Players of Canada, the Paramount Pictures subsidiary which will conduct the cable-TV test.

'I Would Ask Taylor'

"I would ask Taylor," Strauss said, "how the showing of motion pictures by television in the home can help a motion picture theatre. The only thing it could do—if it were successful, which past experience indicates it will not be—is to put the theatre out of business. If shutting a theatre is the way to help a theatre, I don't want any part of it. I agree that diversification is good for any business, but diversification these pay-TV proponents suggest is a type that says in effect, 'You'd better join us, because we are going to put you out of business.'

"One can only assume from the statements of Taylor and other pay-TV proponents, that they are ready to write off their theatres for the profit mirage they think they see in pay-TV. This is anathema to a veteran theatreman such as myself.

Sees 'Wool' for the Eyes

"The arguments Taylor uses to try and say pay-TV will help the theatreman by giving him a new horizon, comes from the same wool that pay-TV proponents have been trying to pull over the eyes of the United States Congress and public for seven years. The fact that no pay-TV exists in the United States indicates the American Congress and public are aware that pay-TV will give them nothing that they do not now get for free.

"The Canadian public is no less formidable than the public of the United States, and will not be taken in by 'pie in the sky' claims. I feel quite certain that as the Canadian people become aware of the cost implications of pay-TV, they will place Etobicoke in the company of Palm Springs and Bartlesville, where American pay-TV experiments proved a dismal economic failure.

Wonders About Product

"And no one," he continued, "has yet told us where all these first run pictures and cultural programming that coin-in-the-box advocates have been citing, are going to come from."

TOA of Canada was enlisted by Theatre Owners of America recently in the campaign to oppose pay-TV that the latter organization has been engaged in for the past several years.

Theatre Gross

(*Continued from page* 1)

Department's "National Income Number" of its monthly survey of current business. Although this publication has shown in the past few years a small but steady annual increase in consumer spending on motion pictures, it isn't possible this year to point out the trend—the department has revised the figures for the past few years.

Wages Down Slightly

All branches of the industry contributed to $797,000,000 to the national income last year, a drop from the $836,000,000 figure of 1957 and the $891,000,000 of 1956. The industry paid its employees $724,000,000 in wages and salaries in 1958, compared with $762,000,000 and $770,000,000 in the two previous years. Employee compensation beyond wages and salaries was $533,000,000 in 1958, a sharp drop from 1957's $793,000,000 and 1956's $800,000,000.

The number of full-time or equivalent employees in the industry was 172,000 in 1958. The average number of full and part-time industry employees was 196,000 in 1958, 213,000 in 1957 and 224,00 in 1956.

No figures were given in the report for corporate profits before or after taxes, corporate sales, undistributed corporate profits or corporate dividend payments.

Average annual earnings for the industry were given as $4,209 for 1958, $4,075 for 1957 and $3,909 for 1956. The number of people engaged in production was listed as 181,000 for 1958, 196,000 for the previous year, and 206,000 for 1956.

Arthur Miller Resigns Pathe Laboratories Post

Arthur J. Miller, for the past three years vice-president of Pathe Laboratories, Inc., yesterday announced his resignation as of July 27 from the Pathe organization.

After a short vacation, Miller said he expects to announce a new connection.

S-W Dividend

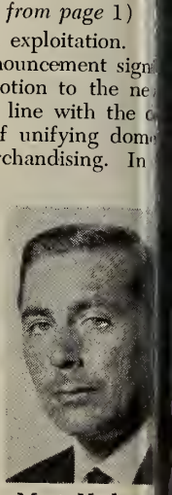
The board of directors of Stanley Warner Corp. has declared a dividend of 30c per share on the common stock payable Aug. 25 to stockholders of record Aug. 10.

Nathanson Po

(*Continued from page* 1)

ing, publicity and exploitation.

As the dual announcement signi Nathanson's promotion to the ne created post is in line with the c pany's program of unifying dom and foreign merchandising. In supervision of global campaign planning, Mr. Nathanson will headquarter in New York, although his duties will take him to various quarters of the globe. He will also supervise domestic publicity.



Mort Nathans

Prior to joining United Artists as publi manager in 1952. Nathanson h a wide variety of promotio posts in the motion picture b ness and the legitimate theatre. was press agent for the late Mich Todd's theatre enterprises. He a represented Katharine Cornell, Gr Theatre, Theatre Guild and Pl wrights' Company, among other le timate theatre producing organi tions. He was eastern publicity rector for Samuel Goldwyn, Libe Films and Paramount Pictures.

UA Heads Confer

(*Continued from page* 1)

dent; Roger H. Lewis, vice-presid in charge of advertising, publicity a exploitation; Mort Nathanson, direc of international advertising and pu licity, and Seymour Poe, produce representative, will meet in the Brit capital to develop distribution a promotion campaigns for Edwa Small's Biblical spectacle.

Lewis and Nathanson will con with key European promotion exec tives on an overall global promoti campaign for the December relea Heineman and Poe will preview t UA release preparatory to formulati domestic distribution patterns.

Wine Party for 'Earth'

CLEVELAND, July 28.—The wi merchants of this area are planning wine cocktail party tomorrow in t Carter Hotel presidential suite to pr mote Universal's "This Earth Mine," opening at midweek at t Hippodrome.

THE NEW PETITE ROOM WITH COLOR
available for
"SUMMIT SESSIONS"
THE LITTLE CLUB
LUNCHEON • COCKTAILS
DINNER • AFTER-THEATRE
70 E
55th St

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Holly wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

vouldn't accept a Medal of Honor written by a coward like you!"

TAB HUNTER

as Lt. Fowler

GARY COOPER
as Major Thorn

RITA HAYWORTH
as Adelaide Geary

THEY made this year's big picture!

VAN HEFLIN
as Sergeant Chawk

COLUMBIA PICTURES
presents

GARY COOPER • RITA HAYWORTH
VAN HEFLIN • TAB HUNTER

in
the
WILLIAM GOETZ
Production of

THEY CAME TO CORDURA

co-starring
RICHARD CONTE • MICHAEL CALLAN
DICK YORK
Directed by
ROBERT ROSSEN
A GOETZ-BARODA
PRODUCTION
From the Novel by
GLENDON SWARTHOUT
Screenplay by
IVAN MOFFAT, ROBERT ROSSEN
CINEMASCOPE
In
EASTMAN
COLOR

PRINTED IN S

Kirsch Pleads

(*Continued from page* 1)

29th annual luncheon-meeting to be held at the Sheraton Blackstone Hotel here today.

The seven-page, single-spaced report also covers such subjects as local and state legislation affecting the industry, the Council of Motion Picture Organizations, American Congress of Exhibitors, business - building, increased production of color films, exhibitor conventions and local and national charity drives in which Illinois Allied members have participated.

'White Paper' Not Mentioned

Nowhere in the report, however, is any mention made of national Allied's so-called "white paper" campaign designed to obtain Federal legislative intervention on behalf of exhibitors. MOTION PICTURE DAILY revealed exclusively last week that the Senate Judiciary subcommittee has declined to hold hearings on the Allied representations, and there is virtually no prospect of any other Congressional committee scheduling a hearing during the remainder of the present session of Congress.

The "white paper" campaign has been to the fore in national and regional Allied activities for more than a year past.

Decries Shortage of Product

In discussing exhibitor-distributor relations in his report Kirsch says, "More and more each year the independent exhibitors are feeling the effects of a reduced supply of quality motion pictures which is resulting in economic ruin to many of them because of the astronomical terms being asked for the limited supply of such pictures being produced. If this short-sighted policy should persist many of the distributors will eventually market themselves out of business because they are slowly but surely creating a narrowing down of the number of theatres.

"What is necessary right now is for distribution to intelligently reappraise the situation. They must begin to take into serious consideration the thousands of hard-hit subsequent run theatres and try to develop a 'place in the sun' for them, otherwise in the long run they will be committing economic suicide."

Local Level Emphasized

"This reappraisal which I refer to must be made on a local rather than a national level. No one is more qualified to treat with these individual situations than the local branch manager. He is familiar with the theatres and their individual problems and if anyone would know what the limitation of these theatres are it is the local branch manager, and through him his sales staff. And it must be done, and done on a basis of mutual trust and understanding.

"I would gladly make myself available to any Chicago branch manager for consultation and to discuss such individual matters and attempt to work out fair and equitable arrangements that will permit these theatres which Allied of Illinois represents, to remain in business.

"If this spirit could prevail in the other territories, I am sure that a new era in distributor-exhibitor relations would be brought about."

Urged Censor Bill Veto

Reporting on state and city legislation affecting the industry, Kirsch notes that the exhibitors escaped injurious measures this year except for a state censorship measure which they have urged the Governor to veto.

The report states that the Illinois Allied board has endorsed Compo and called upon its members to pay their annual dues to it. Kirsch also calls for a start on all-industry business-building activities, even if on a modest basis. He urges increased production of films in color.

His report reviews the beginnings of ACE and expresses the hope that the summit meeting of exhibitors under its auspices, with film company presidents "comes about quickly and achieves the ends for which it is being sought."

The ACE-Motion Picture Association of America meeting has been scheduled for this Friday in New York.

Leo Stearns Dies

Leo Stearns, manager of the Gramercy Theatre here, died suddenly last night. Services will be held from the Riverside, 76th St. and Amsterdam Ave., today.

Blue Denim

CONTINUED FROM PAGE 1

that the film deals with a pair of teenagers, Brandon de Wilde and Carol Lynley, who bumble their way into a pregnancy and then turn to an abortionist as their only escape. However, its touchy, potentially shocking subject matter has been handled in good taste.

Responsible to a large extent are the performances, particularly those by the two young stars. Miss Lynley and de Wilde are attractive and appealing youngsters whose basic goodness is never in doubt. The same holds true for the performances by Macdonald Carey and Marsha Hunt, as de Wilde's parents, and by Warren Berlinger, as de Wilde's best friend. The screenplay, which director Dunne co-authored with Edith Sommer, is sharp and dramatically incisive and, in several scenes, explosively funny.

Like the original stage play by James Leo Herlihy and William Noble, the picture focuses on an average middle class American family, more than a little upset and excited at the time of the story by the approaching marriage of their daughter, Nina Shipman, to the local dentist. In the course of all these preparations the somewhat envious young de Wilde and Miss Lynley start an affair which eventually leads to Miss Lynley's pregnancy.

Panicy, and unable to talk to their parents, de Wilde and Miss Lynley seek out an abortionist, to pay for which de Wilde forges a check with his father's signature. It's only because of the discovery of the forgery that de Wilde finally tells his father of the situation and Miss Lynley is saved at the last minute from the abortionist's table. At the fadeout the two youngsters are on their way to get married with their parents' consent.

The picture makes no attempt to explain the action of the kids. To blame their naivete or their parents' preoccupation with other matters is not sufficient. Rather it suggests a lack of moral consciousness. And, at the end of the film, no one of the characters seems any more aware of this aspect than he was at the beginning.

The supporting cast includes Buck Class, Vaughn Taylor and Roberta Shore.

Running time, 89 minutes. General classification. Release in August.

VINCENT CANBY

'Commandments'

(*Continued from page* 1)

reported by Chumley. This compares with 365 "Ten Commandments" drive-in bookings in the 1958 summer season.

The July, 1959, bookings have numbered approximately 1,000, he said.

All prints of the DeMille production are being "booked solidly" for the summer, Chumley reported. He said that holdovers have been characterizing the majority of the drive-in showings this summer.

The experience this month with the picture at Birmingham, Ala., outdoor theatres was described by Chumley as typical of that in cities and towns throughout the country. The Fair Park Drive-in there just concluded a week with a gross of $7,432. Earlier this month the Starlight registered a week's gross of $9,694, while in June the Robin Hood took in $5,623 for seven days. In each case, according to Chumley, the drive-in did in excess of 100 per cent better than normal Grade A picture business. Three more drive-in bookings are set for Birmingham during August.

Lucius Pitts Head, 59

UNION SPRINGS, Ala., July 28.—Lucius Pitts Head, for the past 25 years associated with the McLendon Theatres circuit in Alabama and Florida, died at his home here. Survivors are his widow, a son, two sisters and a brother.

AB-PT's Net

(*Continued from page* 1)

for both the theatre and ABC Broadcasting divisions of the company.

"Our theatres," Goldenson said in a report to the stockholders, "had their best second quarter since 1955. The results for the past three months more than made up what the theatres had been behind in the first quarter to show overall six months improvement over last year."

The profit for the 1959 first half is equivalent to 90 cents per share, compared with 70 cents a share for the same period last year. The second quarter earnings this year are equivalent to 36 cents a share, compared with 27 cents a share earned in the like 1958 period.

TV Web Advancing

In broadcasting, the ABC Television Network continued to improve its competitive position, Goldenson said. In markets where the three networks have equal competitive facilities, ABC-TV showed the largest increase in share of audience for the current television season.

Goldenson reported that the past three months had also been an active selling period for the 1959-60 schedule of programs and that the scope of the network's fall programming structure will be enlarged by programming, for the first time, the 10:30-11:00 P.M. period throughout the week.

Am-Par Records, subsidiary of AB-PT, continued to show improved results and recently was represented on the best selling charts with four of the top ten most popular single records in the country.

Stock Interest Still Ample

"Microwave Associates and Technical Operations," Goldenson told AB-PT stockholders, "recently completed public financing in order to acquire additional capital for their expanding requirements for plant facilities and product deevlopment. This financing only slightly reduced our percentage of stock interest in these two electronic companies."

Margulies to Europe Fri. On 'Vikings,' 'Spartacus'

Stan Margulies, who has been working as assistant to Edward Lewis, vice-president of Brynaprod, S.A., has been named executive producer of "Tales of the Vikings" teleseries. He will leave here Friday for Munich, where 39 half-hours are currently filming, to confer with producer George Cahan and directors Elmo Williams and Steve Previn. "Tales of the Vikings," starring Jerome Courtland, is financed and distributed by United Artists Television.

Margulies, who will still hold his post as ad-publicity director on "Spartacus," Bryna's $9 million film for Universal, will visit European capitals to map continuing long-range publicity and premiere plans with U's foreign sales and promotion personnel. He will return here in August.

Detroit, Pitt.

(*Continued from page* 1)

hard-ticket basis, and will be exclusive in their respective areas. The Pittsburgh date was set by Stanley Warner executive M. A. Silver and Jack Byrne, M-G-M vice-president and general sales manager. George Skouras and S. M. Hassanein, of the United Artists Theatre Circuit, signed the Detroit deal with "Ben-Hur" sales specialist Robert Mochrie.

Five Other Cities Booked

Previously, M-G-M has anonunced contract signings for "Ben-Hur" at Loew's State Theatre, New York; the Boyd, Philadelphia; Egyptian, Los Angeles; Saxon, Boston; and Academy, Minneapolis.

Phila. ACLU Hits State Heads on Censor Law

From THE DAILY Bureau

PHILADELPHIA, July 28.—The local branch of the American Civil Liberties Union charged Governor Lawrence and Attorney General Alpern with ducking their responsibilities on the proposed Pennsylvania film censorship bill, which recently passed the State Senate and now awaits action in the House rules committee.

Spencer Coxe, executive director of the local ACLU branch, said the two officials were duty bound to oppose legislation that is unconstitutional "regardless of popular pressures." He charged the administration prefers to let the courts be responsible "for throwing out this hot potato though it has been furnished with full legal proof of the bill's unconstitutionality."

Gives 3 Reasons for View

Coxe listed three reasons why the ACLU is convinced the bill is unconstitutional. He said the bill's definition of "obscene" is contrary to the Federal Supreme Court ruling; that "Lady Chatterley" ruling held that a film portraying criminal conduct was not sufficient cause for banning it and, thirdly, the bill discriminates against commercial exhibitors because it exempts noncommercial film showings.

Coxe added the ACLU has no quarrel with the state adopting legislation punishing people for exhibiting obscene pictures if the law is carefully drawn, but it is against any statute setting up a censorship board which can decide to ban or not ban a film.

Jerrold Electronics Net For Quarter Up Sharply

Special to THE DAILY

PHILADELPHIA, July 28.—Jerrold Electronic Corp., maker of subscription television, community antenna systems and other electronics equipment, had unaudited net income of $439,140 for the first quarter of the company's current fiscal year, Milton J. Shapp, president, reported today.

The result, equal to 38 cents per share, includes net income of $154,867, or 14 cents a share on net sales and service revenues of $1,933,267, and non-recurring income of $284,273, or 24 cents per share, which represents the profit on the sale of the operating properties of Key West CableVision, Inc., the community antenna system subsidiary in Key West, Fla.

For the corresponding period a year ago, Jerrold reported net earnings of $7,627 on net sales and service revenues of $1,425,340.

REVIEW:

The Tingler

Columbia-Castle

AIMED FRANKLY at exploitation and with an ingeniously contrived built-in gimmick which is certain to achieve its purpose, this well constructed horror story is the third from the hand of William Castle and his best so far. Apart from the special exploitation, which includes a motor installation to make every tenth seat in the theatre vibrate, and a film break to allow a fainting girl to be carried out, the film is a good solid horror picture on its own merits, bolstered by excellent performances by the stars including Vincent Price, Judith Evelyn and Philip Coolidge.

Worthy of special note, for students of the horror picture, is a sequence in which Miss Evelyn, as a deaf mute, dies of fright. Introduction of tinting and then of color in the picture heightens the entirely credible horror of the scene.

The built-in gimmick is the fact that the script is based on medical experiments by Price which tend to prove that severe fright introduces extreme changes in the human body, tensions which can be neutralized only by screaming. In a foreword by Castle the audience is warned to scream or be frightened to death, a thesis well calculated to raise the noise level in any theatre by hundreds of decibels.

Of interest also is the inclusion of a long sequence from the 1921 version of "Tol'able David." Miss Evelyn and her husband, Philip Coolidge, operate a silent movie theatre. This odd locale is brought into Robb White's script credibly enough by making the audience go into a near panic when "the Tingler," the horrific organism which Price's experiments have proved develops in the human body during moments of extraordinary fright, escapes. Screaming deprives it of its strength, a graphic hint which audiences are sure to take.

A well done, tightly constructed motion picture in its own right, "The Tingler" would do well by itself. With the added gimmicks which Columbia is offering exhibitors, it is certain to be a howling success. Running time, 80 minutes. General classification. October release.

J. D. IVERS

Fox to Release Film on Royal Canadian Tour

"Royal River," a 30-minute color film produced by the National Film Board of Canada will be released to theatres in Canada and the United States on August 3rd, less than forty-eight hours after Queen Elizabeth II and Prince Philip conclude their visit to North America. This announcement was made jointly today by Guy Roberge, chairman of the National Film Board and by Alex Harrison, general sales manager for 20th Century-Fox Film Corporation in New York. The latter company will distribute the film in Canada and throughout the world.

"Royal River" uses the occasion of the royal visit and the voyage of the royal yacht Britannia from Gaspe to the Canadian Lakehead to describe the historic importance of the St. Lawrence River. There are scenes of the official opening of the St. Lawrence Seaway with the Queen, President Eisenhower and Prime Minister Deifenbaker participating.

London Confabs

(*Continued from page* 1)

duction is still before the cameras, several months in advance of the film's world-wide distribution.

Participating in the week-long meetings, in addition to producer Brabourne and director Lewis Gilbert will be James F. Pattinson, managing director for 20th-Fox in Great Britain and John Ware, publicity director.

Canada Group to Build Florida Film-TV Plant

Special to THE DAILY

MONTREAL, July 28. — Cinema City, Miami, Fla., financed by Canadian gas interests of this city, has purchased 1,210 acres of real estate to be developed into a motion picture and television studio, it has been announced here by Edward Di Resta, president of the corporation.

One of the directors of the new Florida project is Bill Doll, vice-president of the Michael Todd Co., New York, who handled the late showman's exploitation and publicity, and who now is associated with Joseph E. Levine, president of Embassy Pictures.

Construction will start in the fall on the main sound stage of the new company's multi-purpose film plant, according to Di Resta. The property is located within 30 minutes by auto from Miami International Airport.

Rosenfield Sets New Film Campaigns in U

From THE DAILY Bureau

LONDON, July 28. — Jonas Ro[sen]field, Jr., executive in charge of [ad]vertising, exploitation and publ[icity] for Colu[mbia] Pictures, w[ho] is here for [dis]cussions [with] independ[ent] producers [of] Columbia [ex]ecutives in [the] country, [pre]ferred t[o] with Ja[mes] Carreras [and] Michael [Car]reras on [the] four major [pic]tures w[hich] their Hammer Films will delive[r] Columbia during the next six mo[nths]. The films are "Yesterday's Ene[my]," "The Stranglers of Bombay," "N[o] Take Candy from a Stranger" "The Two Faces of Dr. Jekyll."

Jonas Rosenfield

"Following my meetings [with] James and Michael Carreras," Ro[sen]field said, "and going over their p[lans] for their upcoming program, I [can] say that Hammer Films is a [most] appropriate name for their pro[duc]tion company, as each of Hamm[er] films is really a sledgehammer [of] showmanship."

Main attention has been devoted [to] plans for "Yesterday's Enemy," w[hich] Columbia is releasing worldwide [this] summer and autumn. The film, w[hich] depicts jungle warfare between B[rit]ish and Japanese in Burma, has [its] world premiere in Tokyo today. It [will] be followed by premieres in [Ger]many and France later this sumr[ner]. The British premiere will be in S[ep]tember and the American launch[ing] in mid-October.

A Top British Soldier

The highlight of the program [dis]cussed at the meeting was the d[eci]sion to invite General Sir Rob[ert] Mansergh, who commanded the [2nd] Division in Burma in 1944-45, to [un]dertake a visit to the United St[ates] for special preview screenings for [opi]nion making groups throughout [the] country. Known as one of Brita[in's] distinguished soldiers, Sir Rob[ert] served as the first Military Admi[nis]trator of Singapore after the Jap[an]ese surrender; Commander in Ch[ief] Allied Forces Netherlands East [In]dies; C-in-C British forces in Ho[ng] Kong and C-in-C Allied Forces [in] Northern Europe. In 1955, he w[as] appointed C-in-C United Kingd[om] land forces. He retired from act[ive] service two months ago.

Section for Women

TOLEDO, July 28.—To offer p[ro]tection against hoodlums who ann[oy] theatre patrons, Mrs. Virginia O'C[on]nell, owner of the Loop Theatre he[re] has set aside one section of the th[ea]tre for women only. This section [is] identified by white painted arm res[ts].

Mrs. O'Connell reports that b[oth] men and women stop at the theatre [to] commend the plan.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 86, NO. 21 NEW YORK, U.S.A., THURSDAY, JULY 30, 1959 TEN CENTS

8.67 Per Share

Warner Net For 9 Months $13,749,000

Profit Statement Includes 6,500,000 for Ranch Sale

Warner Bros. Pictures, Inc. and bsidiary companies report for the ne months ending May 30, 1959, a net profit of $13,749,000 including $6,500,000 net profit on the sale of its ranch in the San Fernando Valley, California, Jack Warner, president announced yesterday.

Jack Warner

For the corresponding period last year the company ported a net loss of $2,684,000 after

(*Continued on page 4*)

IA Plans Wider Use of TV Promotion

More extensive use of television ews clips in the exploitation of forthming releases is planned by United rtists, Roger H. Lewis, vice-presint in charge of advertising, pubcity and exploitation, said yesterday. A has contracted with the Thaddeus iski Television Corp., makers of spel TV and radio promotional matel, to produce TV news clips for olomon and Sheba," "On the

(*Continued on page 6*)

Goldwyn and Embassy Re-Trial Judges Named

Special to THE DAILY

SAN FRANCISCO, July 29. — The -trial of the Samuel Goldwyn monoly suit against National Theatres d Fox West Coast Theatres was

(*Continued on page 2*)

TELEVISION TODAY—page 6

Richard Einfeld 'Cinema Workshop' Planned As School for New Talent

By WARREN G. HARRIS

(Picture on Page 2)

Producer Richard Einfeld, who doesn't think "there's enough new talent being integrated into the business," plans to do something about the situation by establishing his own "cinema workshop."

Open to would-be actors, writers and technicians who will be selected on the basis of "merit and ability," the workshop will be implemented within the next six months, Einfeld told a trade press conference at the Plaza Hotel here yesterday. Classes will be limited to no more than 25 students, and the school will be operated on a non-profit basis, it was reported. Students unable to pay a minimal tuition cost will be permitted "to work it out" by building sets, etc.

The workshop's six-month course will be run like a production unit, Einfeld said. Unions and laboratories will be asked to send qualified people in to instruct in the various facets of picture-making, since Einfeld believes that every actor or writer should be "an associate producer," able to understand the majority of production

(*Continued on page 2*)

Yates Resigns From Republic

Herbert J. Yates, founder of Republic Pictures and predecessor companies, yesterday tendered his resignation as a director and chairman of the board to a meeting of the board of directors here yesterday.

Victor M. Carter, president of Republic since July 1 when he and associates acquired all of the Yates' controlling stock holdings in Repub-

(*Continued on page 4*)

Publicity on Location Shooting Pays Off

Columbia Pictures' recently adopted policy of assigning American publicists to foreign-based productions is paying off handsomely, Robert Ferguson, director of advertising, publicity and exploitation, told a trade press conference here yesterday.

To prove his point, he introduced Mike Kaplan, unit publicity man on Stanley Donen's "Once More, With Feeling," and Bob Yeager, unit man on William Goetz' "The Franz Liszt

(*Continued on page 4*)

I.E. of New England Convention Sept. 16-17

Special to THE DAILY

BOSTON, July 29.—The 1959 convention of Independent Exhibitors, Inc., and Drive-In Theatres Association of New England will be held Sept. 16-17 at the Mayflower Hotel in Plymouth, Mass. All exhibitors and managers in the territory are invited

(*Continued on page 4*)

'Wall Street Journal' Takes Note of Theatre Attendance, Grosses Upturn

The *Wall Street Journal* which on several occasions in the past was quick to herald bad news when it made its appearances in the nation's theatres, yesterday published a two-column article reporting the recent and continuing upturn in attendance and box office grosses.

The article, headed "Movie Business Up in June for 4th Month in Row; Better Films Cited," was written by Stanley Penn, staff reporter, and included quotes on the business upturn from circuits' executives and others operating in all parts of the country.

Simon B. Siegel, financial vice-president of American Broadcasting-Paramount Theatres, said profit from the company's 505 theatres in the second quarter this year was the highest for the period since 1955.

The Journal's article continued: "A nearly identical report is given by a spokesman for National Theatres, Los Angeles. He says that although box

(*Continued on page 5*)

From Time, Inc.

Columbia Buys Salt Lake TV, Radio Stations

Schneider Says Purchase is Move Toward Diversifying

Columbia Pictures has acquired full ownership of the Intermountain Broadcasting and Television Corp., operator of television station KTVT and radio stations KDYL — AM and FM, NBC affiliates in Salt Lake City, A. Schneider, president of the company announced yesterday.

A. Schneider

Telling of the purchase from TLF Broadcasters, a wholly owned subsidiary of Time, Inc., Schneider said it was a step in a long range diversification program on Columbia's part "de-

(*Continued on page 5*)

'U' Pacts to Melville, Hudson and Huston

From THE DAILY Bureau

HOLLYWOOD, July 29. — New contracts announced by Universal-International today call for the re-signing of Rock Hudson for the star's exclusive services for the next five years, the expanding of John Huston's producer-director pact to a two-pic-

(*Continued on page 4*)

Balaban Sees Para. Net Equal to '58 First Half

Paramount Pictures earnings for the second quarter this year were as good or slightly better than the $1,160,000 for the like period last year, the Wall Street Journal said yesterday it was told by Barney Balaban, Paramount president.

On a per share basis, second quarter

(*Continued on page 4*)

PERSONAL MENTION

J. R. GRAINGER, president of Inter Continent Releasing Organization, will leave Hollywood tomorrow for Chicago, New York and other key cities of the East.

•

J. H. "TOMMY" THOMPSON, president of Martin & Thompson Theatres and head of Theatre Owners of Georgia, has left Atlanta for a vacation in Florida.

•

JOSEPH WOLF, vice-president of Embassy Pictures, Boston, has become a grandfather for the fourth time with the birth of a girl, KAREN, to his daughter, MRS. PHYLLIS W. FRIEDMAN.

•

ROLAND V. LEE, producer of "The Big Fisherman," which will premiere here next Tuesday, will arrive in New York today from the Coast. FRANK BORZAGE, director, will arrive from Hollywood early next week.

•

PETER FINCH, co-star in "The Nun's Story," returned to Hollywood yesterday from New York.

•

BOB HOPE has returned to New York from London via B.O.A.C.

Goldwyn and Embassy

(*Continued from page* 1)

assigned today to Federal Judge George B. Harris by Chief District Court Judge Louis Goodman. It is expected that Judge Harris merely will read the transcript of the trial heard last year by the late Judge Edward P. Murphy, call for closing all arguments from both sides and hand down a decision.

Opposing counsel long since have agreed to such an adjudication in the two-million-dollar litigation filed in 1950.

At the same time today, Chief Judge Goodman assigned a re-trial judge in the Embassy Theatre eight-million-dollar anti-trust suit against the major distributors and Fox West Coast Theatres, also heard last year by Judge Murphy, who died virtually on the eve of making a decision in both the Goldwyn and Embassy cases.

The new Embassy case judge is Lloyd H. Burke, former United States District Attorney here and recently elevated to the Federal bench. Judge Burke is under instructions to hear the Embassy re-trial with a jury, although the late Judge Murphy heard the case without a jury.

Embassy attorney Robert D. Raven some weeks ago successfully argued for a jury re-trial in spite of vigorous defense opposition.

Producer Richard Einfeld, center, is flanked at breakfast by Edward Sullivan, 20th-Fox publicity director, and Jack Brodsky, of the 20th publicity department.

Einfeld Plans Talent School

(*Continued from page* 1)

problems. It was pointed out that the young producer will have first call on the services of workshop graduates.

"I think every major company will want to cooperate," Einfeld answered when asked whether he had any backers in the workshop project. "I've talked to influential industry members about it and they like the idea."

Einfeld said that he doesn't believe in the Hollywood adage "It's not what you know, it's who you know." Although admitting being the son of 20th Century-Fox executive Charles Einfeld has helped his career, he believes that he wouldn't be a producer today were it not for a goodly number of years of apprenticeship in various segments of the industry. In his workshop project, he aims to give young people as much of an opportunity as he had in making good in the film industry.

"I want to do this . . . I think it should be done . . . and I'm young enough to do it," Einfeld said.

The cinema workshop, however, will not take up all of Einfeld's time. He recently completed his eighth motion picture, "The Oregon Trail," and is currently planning his ninth, tentatively titled "False Echo," which will be filmed in Harlan County, Kentucky. He and Gene Fowler, Jr. are also interested in making "Flaming Lance," a western with social implications, written by Nunally Johnson.

"The Oregon Trail," a CinemaScope and Deluxe Color outdoor drama which was budgeted at about $750,000, according to Einfeld, is the producer's most important project to date. It stars Fred MacMurray, and will have its world premiere in Portland, Ore., on August 12. The State of Oregon has taken this picture to its heart, Einfeld said, and has tied it in wherever possible with upcoming Centennial festivities.

True to Einfeld's dictum on the development of new talent, he is introducing seven newcomers in "The Oregon Trail," including Nina Shipman and Roxine Wells.

Amsterdam Signs for 'Beach' World Premiere

The Alhambra Theatre in Amsterdam has been booked as Holland's entry in the simultaneous international world premiere of Stanley Kramer's "On the Beach." The United Artists release will open in 25 cities on six continents on Dec. 17.

Premiere cities include Moscow, Warsaw, Melbourne, Berlin, Brussels, Caracas, Chicago, Havana, Lima, London, Los Angeles, Madrid, Manila, New York, Paris, Rome, San Juan (Puerto Rico), Singapore, Tokyo, Toronto, Washington, Stockholm and Zurich, Switzerland, in addition to Amsterdam

Full Formosa Quota Authorized for MPEA

The Motion Picture Export Assn. has been advised that Formosa has approved the same number of film licenses for American film imports for the year ending June, 1960, as was authorized for the past year. The expired agreement provided for 277 licenses.

This week's MPEA board meeting also discussed plans for the establishment of a Film Board in Hong Kong, reviewed possible changes in the Australian Film Board, and considered a request for a cost-of-living wage increase, as provided by law, for film company workers in Brazil.

'Ben-Hur' Mailer to Papers, House Organs

To meet the demand for mate on M-G-M's production of "B Hur," the Ben-Hur Press Bureau sent out an elaborate four-page m er on the picture to all major ne papers and to more than 5,000 ho organs in the U. S.

The mailer includes one compl story, "Special Plans for 'Ben-H Theatre Parties," which announ the special departments being set at each theatre booked for "Ben-H to handle group ticket sales.

Four other stories outlined in mailer are available upon requ "The Race That Never Ends," wh tells the history of the famous cha race in the story: "Two Ma Words," a by-lined piece by Ern Emerling, of Loew's Theatres; "H I Came to write 'Ben-Hur'" by G eral Lew Wallace; and "Keep Y Eye on Haya," a star profile.

'Hercules' at $600,00 In N.Y.; Big in Texas

"Hercules," the Joseph E. Lev presentation being released by W ner Bros., recorded a gross of m than $600,000 in the first five d of its saturation booking in the N York metropolitan area, Warners ported yesterday..

In Texas, "Hercules" chalked initial figures close to the all-ti records established there by War Bros.' "Giant." At the Palace Th tre in Dallas, a $30,000 week is pected on the basis of a four-d mark of $19,061.

In other Texas theatres, "Hercul racked up $19,241 in four days at t Metropolitan Theatre in Houst with a $31,000 week anticipat $13,670 at the Worth Theatre in F Worth, with a $23,000 week d $15,808 at the Majestic in San A tonio, indicating a $25,000 week, a $14,567 at the Plaza in El Paso, poi ing to a $24,000 week.

International Guests at 'Fisherman' Premiere

International political figures a United Nations delegates have be invited to attend the world premi of Rowland V. Lee's production "The Big Fisherman," Aug. 4, at t Rivoli Theatre here. The attracti will begin a reserved seat, 10 perfor ances a week engagement the follo ing day.

Among those invited to attend t gala opening are: Dr. Ralph Bunch Mrs. Franklin D. Roosevelt, Go Nelson Rockefeller, Mayor Robert Wagner, Hon. Henry Cabot Lodg Averell Harriman, Arkady Sobale Russian delegate to the UN; a Prince Aly Khan of Pakistan.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Feck Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hol wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Moti Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-310 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagh Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

THE ALL-TIME CHILLER"

—Dorothy Kilgallen

is HOT. HOT. HOT at the box office all over the country.

THE MUMMY.

breaks the all-time U-I record at the Pilgrim Theatre in Boston and is topping HORROR OF DRACULA in ATLANTA, GA., MACON, GA., SAVANNAH, GA., JOHNSON CITY, TENN., BIRMINGHAM, ALA., COLUMBUS, GA., TUSCALOOSA, ALA., KNOXVILLE, TENN., BRISTOL, TENN., KINGSPORT, TENN., DENVER, COL., COLUMBUS, O., JACKSONVILLE, FLA., NEW BEDFORD, MASS., NEWPORT, R. I.

THE MUMMY has box office magic!

Book it now thru U-I

Memphis Censor Board Is At It Again

Special to THE DAILY

MEMPHIS, July 29. — MGM's film, "The Big Operator" was banned from Memphis screens by the city board of censors today.

The film had been scheduled for Aug. 15 at Palace theatre.

Louis C. Ingram, MGM branch manager, said the three women censors wrote him: "The film is too terrible and inimical to the public welfare." Ingram wired his New York office and is awaiting instructions.

Balaban Sees

(*Continued from page* 1)

net was 5% to 10% ahead of the 1958 period, due to the fewer number of shares outstanding now. Paramount earned 63 cents a share in the second quarter last year on 1,839,216 shares outstanding. There are now about 1,714,000 shares outstanding.

In the first quarter this year Paramount's income from operations amounted to $1,318,000, or 76 cents a share, compared to $1,405,000, or 75 cents on the greater number of shares then outstanding, in the 1958 first quarter.

The article quoted Balaban as saying Paramount has a film backlog which will keep it in "extremely good shape into the third quarter of 1960." He indicated plans for an increased production and release schedule have not been finalized. Balaban said "The Ten Commandments," which has grossed between $38 million and $40 million worldwide, is expected to do another $20 million to $30 million in the next 2½ years, mostly in overesas theatre rentals.

Balaban said there is a good chance negotiations for an "industrial company" unrelated to motion pictures will be acquired by Paramount before the end of the year, as part of its diversification program.

Name 4 to SPG's 'Best' List for First Quarter

From THE DAILY Bureau

HOLLYWOOD, July 29. — Jerry Bresler, chairman of the Screen Producers' Guild feature picture award nominating committee, announced the following four features were nominated for best film category for first quarter of 1959: "Diary of Anne Frank," "Rio Bravo," "Imitation of Life" and "Shaggy Dog."

FILMACK 40 YEARS FILMACK
OF BETTER AND FASTER SPECIAL TRAILERS
From Dependable
FILMACK
1327 S. Wabash Chicago 630 Ninth Ave. New York

Location Publicists Praised

(*Continued from page* 1)

Story." Both are in New York following completion of location shooting on these major Columbia releases in various parts of Europe.

Kaplan and Yeager started work on their respective assignments well in advance of the start of production, and will stay with them as long as Columbia deems necessary. Both are heading for Hollywood, where they will continue their roles of "goodwill ambassadors" for the pictures. Kaplan will take the long way around, stopping off in key cities to meet with the press and other opinion-makers on "Once More," which has completed shooting, while Yeager will jet out, since the Goetz picture is still in production.

Since Columbia was not content with the standard custom of "second-rate representation by stringers," Ferguson said, it was decided that a "top-notch, number one quality man," well versed in American publicity techniques, might fill the bill. And since Kaplan and Yeager have proved so satisfactory in their assignments, other American unit men have been assigned to such Columbia productions as "Suddenly, Last Summer," "Our Man in Havana" and "Gulliver's Travels."

Both Kaplan and Yeager yesterday were most happy over the extraordinary press coverage they had received for their pictures. "Money spent by a production company is quite an event in any place you go," Yeager said, pointing out that he was constantly "inundated" by press people interested in seeing how an American picture is made. Kaplan had journalists visiting the "Once More" set in Paris from Sweden, Norway, Italy, Spain, Switzerland and even Israel.

Ferguson said that the big plus value in using American publicists abroad is that they work through New York and Hollywood, so that at any given time it is possible to take stock of what has been done and what is still needed. In the case of "stringers," it would often turn out that a foreign-made production would go into release aided only by the most haphazard publicity build-up.

Columbia's new international look when it comes to publicity is part of its new expansion policy, Ferguson said. "True, we're economizing where necessary, but not on manpower."

Warner Net

(*Continued from page* 1)

a special provision of $2,500,000 for estimated loss on advances to independent producers.

The net profit for the nine months ending May 30, 1959 is equivalent to $8.67 per share, of which $4.10 per share represents profit on the sale of the company's ranch, on the 1,585,196 shares of common stock outstanding at that date after deducting 897,051 held in treasury.

Film rentals including television, sales, etc. amounted to $62,084,000, dividends from foreign subsidiaries not consolidated were $1,126,000 and profit on sales of capital assets other than the company's ranch was $797,000 for the nine months ending May 30, 1959 as compared with $48,038,000, $1,204,000 and $833,000 respectively for the nine months ending May 31, 1958.

In May 1959, the outstanding bank loan of $2,000,000 under the three year bank credit agreement dated August 15, 1956 was repaid. The agreement was terminated in June 1959.

Net current assets at May 30, 1959 were $42,496,000 (including $21,451,000 cash and U. S. Government securities) and debt maturing after one year was $4,715,000, compared with $33,043,000 (including $10,972,000 cash) and $4,879,000 respectively at February 28, 1959.

Theatre Now Warehouse

COSHOCTON, O., July 29.—The Sixth Street Theatre, sold last spring by Stanley Warner to the Coshocton Tribune, is being remodeled for use as a warehouse for newsprint.

Yates Resigns

(*Continued from page* 1)

lic for about $4,000,000, was elected chairman of the board, replacing Yates.

Carter also announced the election to the Republic Pictures board of directors of Sidney M. Davis, a prominent New York City attorney, and Patrick J. Frawley, Jr., industrialist and president of Eversharp, Inc. They replace Theodore Black and Albert Lind, who resigned from the board earlier.

In assuming the board chairmanship yesterday, Carter expressed his confidence in the future of the company.

Universal Pacts

(*Continued from page* 1)

ture deal and the conclusion of an arrangement with Melville Productions under which that organization, in which Gregory Peck and Sy Bartlett are associated, will make two features for Universal release after Peck completes his current assignment at 20th Century-Fox, "Beloved Infidel."

Hudson's new contract provides for an additional 10 pictures in which he will star for U-I, at an understood rate of two a year for the next five years.

Huston, in addition to his present assignment on "The Man Who Would Be King," will produce and direct "Freud," the life story of Sigmund Freud.

Melville Productions, signed for two features, will move its headquarters to U-I from the Goldwyn Studios, where they have been for the past two years.

Drop Plan to Roadsho 'Sign of the Gladiator'

From THE DAILY Bureau

HOLLYWOOD, July 29. — T roadshow policy originally planned American International's "Sign of Gladiator," imported color specta starring Anita Ekberg, has be switched to one of saturation booki in response to exhibitor requests, is announced by James H. Nichol and Samuel Z. Arkoff. The film be released nationally Labor D week.

The policy switch in exhibition f lowed a national survey by gene sales manager Leon P. Blender, which exhibitor sentiment on ro shows overrode the compar planned advanced admission enga ments.

Saturation bookings, the AIP surv revealed, provide greater benefits all theatres in a skein by permitti increased advertising budgets a greater point-of-sale impact.

Nicholson and Arkoff have detail Blender to set up saturations "Sign of the Gladiator" in key are

I.E. of New England

(*Continued from page* 1)

to attend, whether or not they members of the organization.

The convention co-chairmen, E ward S. Redstone and Malcolm Green, have planned two days of wo and relaxation. The first day will given over to registration, golf, oce swimming, sightseeing, etc., with formal get-togethers for business d cussions. That evening, with the Co Cola Company as host, an o fashioned clam bake with all the ings will be held, such as clam cho der, steamed and fried clams, all t lobster one can eat, corn on the c watermelon and beer. For the no lobster lovers, Southern fried chick will be served.

Dollinger to Speak

The formal business meetings w get under way the next day wi national figures as speakers. Irvi Dollinger, chairman of Allied's N tional EDC committee and an Alli representative in ACE, will give up-to-the-minute report on ACE a tivities. A highlight of the two-d convention will be the appearance Boston's Joseph "Hercules" Levin who will address the group on Thur day afternoon. The climax is the b quet on Thursday evening with pop lar George Roberts as toastmast This year, the wives of exhibitors a given special invitations, as many a tivities are planned for them.

With Edward W. Lider as gener chairman, and Carl Goldman as c ordinator, the convention committee hard at work.

Julius Mintz Dies

MALDEN, Mass., July 29.—Funer services have been held at the Gol man Funeral Home here for Juli Mintz, for the past 15 years proj tionist at the M-G-M screening roo Boston, who died at Beth Israel Ho pital there. He is survived by tw sons and a daughter.

Columbia Buys

(*Continued from page* 1)

gned to bring every aspect of the tertainment industry under one corrate roof."

Negotiations for the transfer were rried out by Weston C. Pullen, Jr., e-president in charge of broadcastg operations for Time, and Norman uvau, general manager of station erations for Columbia. Time acired the stations in June, 1953. llen declared that the sale did not dicate a diminishing interest by me in the broadcasting field. He inted out that his company still ns radio and television properties Denver, Grand Rapids, Indianapoand Minneapolis.

Alert for Additional Moves

Schneider, in his statement, said, olumbia intends to be on the alert r any more in the direction of addinal diversification steps which can rther enhance the overall operations Columbia." He emphasized the mpany's ownership of Screen Gems, oducers and distributors of televim programs, of Colpix Records and interests in music publishing and the production of television comercials.

"We have greater confidence today an ever before in the future of the tire entertainment industry," Schneir said. "With the income derived m our moves into avenues away m direct motion picture production e feel certain that these added revees reinvested in our film production eration will show us increased ofits."

'Highest Standards of Operation'

Columbia will maintain the highest ndards of operation in the Salt ke City broadcasting stations, he id, adding that a subsidiary comny would be formed to handle the wly acquired interests.

Wall Street Journal'

(*Continued from page* 1)

fice receipts for the concern's 300 eatres 'were behind' in the first arter, compared with 1958, they se in the second period this year ove last year's level for a comned gain in the six-month period."

Harry Mandel, vice-president of KO Theatres, said: "From June to e present, business has been better an last year."

Said Eugene Picker, president of ew's Theatres: "We're getting bet- pictures today than we've had in long time."

Indefinite Regarding Future

"Nobody knows," the article conues, "if the improved movie busiss will carry through the rest of e year.

"The current steel strike, if proged, is bound to have an adverse ect on the box office. But right now ny theatre men say the steel shutwn has done nothing to cut into eir receipts."

The article also quotes recent Sindger & Co. reports on attendance creases.

Court Lifts Blue Law Ban Vs. S.C. Theatre

Special to THE DAILY

DARLINGTON, S. C., July 29.—Climaxing a locally controversial issue involving the Darlington Theatre, of which Boyd Bailey is manager, Circuit Court Judge J. W. Lewis has lifted the temporary restraining order against Sunday movies here.

Bailey lost no time in announcing publicly that his theatre would be open for business the third Sunday in succession.

Seeking the injunction against the theatre here were Mayor T. W. Buchanan and members of the city council, who flatly refused a request from Bailey three weeks ago for permission to operate Sunday movies. Despite the refusal, the Darlington Theatre opened for business the first Sunday thereafter in the face of the injunction.

In lifting his temporary restraining order, Judge Lewis commented: "After full consideration of records and arguments, I find that the showing made for the injunction relief is insufficient to warrant the intervention of a court of equity to enforce a criminal status at this time. It is therefore ordered that the restraining order issued be dissolved.

AIP To Move Into New Coast Quarters Aug. 5

From THE DAILY Bureau

HOLLYWOOD, July 29.—American International Pictures will move Aug. 5 to its new general office building on the Amco Studios lot at La Brea and Sunset Blvd., from its present leased offices at 8255 Sunset Blvd., James H. Nicholson and Samuel Z. Arkoff announced.

New AIP offices will house all departments of production-distribution and administration, as well as American International Records.

All future domestically produced AIP features will be shot at Amco instead of other lots, as heretofore. In addition to using Amco for its own production, AIP will also continue to rent space and production facilities to other theatrical and commercial film producers.

TOA Adds New Members In La. and South Car.

Theatres in Louisiana and South Carolina have enrolled in the Theatre Owners of America, TOA's New York headquarters disclosed this week.

Mrs. W. R. Page and John Luster, owners of the Page Amusement Company of Natchitoches, La., enrolled their Vernon Theatre and Pines Drive-In in Leesville, La., and their Sabine Theatre in Many, La.

G. Frank Lundy of Denmark, S. C., joined with his Dane Theatre.

'Born' to Bow at Albee

"Born to Be Loved," a Hugo Haas Production released by Universal-International, will have its local premiere at the RKO Albee Theatre on Aug. 5.

IMPORTANT BULLETIN!

On Monday, August 10
WARNER BROS.
will show exhibitors the extraordinary greatness of

"THE FBI STORY"

Starring
JAMES STEWART
and
VERA MILES

TECHNICOLOR®

TRADE SCREENING AT THESE THEATRES *(Invite your wife, she'll love it.)*

ALBANY—Delaware 2:00 PM
ATLANTA—Rhodes 10:30 AM
BOSTON—Allston, Capitol 2:15 PM
BUFFALO—Cinema 8:00 PM
CHARLOTTE—Dilworth 10:00 AM
CHICAGO—Century 10:15 AM
CINCINNATI—Esquire 2:00 PM
CLEVELAND—Colony 2:15 PM
DALLAS—Palace 9:00 AM
DENVER—Bluebird 1:30 PM
DES MOINES—Hiland 2:00 PM
DETROIT—Madison 10:00 AM
INDIANAPOLIS—Arlington 8:45 PM
JACKSONVILLE—Florida 10:00 AM
KANSAS CITY—Mission, Kans. Dickinson 7:30 PM
LOS ANGELES—Fox Boulevard 1:30 PM
MEMPHIS—Warner 10:00 AM
MILWAUKEE—Alhambra 10:00 AM
MINNEAPOLIS—Robbinsdale, Terrace 2:00 PM
NEW HAVEN—Rodger Sherman 10:00 AM
NEW ORLEANS—Famous 8:15 PM
NEW YORK—R.K.O. 58th St. 10:30 AM
OKLAHOMA—Midwest 10:00 AM
OMAHA—Center 1:30 PM
PHILADELPHIA—Lane 1:30 PM
PITTSBURGH—Manor 10:45 AM
PORTLAND—21st Avenue 2:00 PM
SALT LAKE—Centre 10:00 AM
SAN FRANCISCO—Alhambra 1:30 PM
SEATTLE—Blue Mouse 9:30 AM
ST. LOUIS—St. Louis 10:00 AM
WASHINGTON—Ambassador 10:00 AM

A MERVYN LeROY Production Screenplay by RICHARD L. BREEN and JOHN TWIST Directed by MERVYN LeROY Music by MAX STEINER

Television Today

UA's TV Plans

(*Continued from page 1*)

Beach," "The Unforgiven," "The Fugitive Kind," "The Gallant Hours," "The Alamo," "The Wonderful Country" and "The Summer of the 17th Doll" among others.

"We are most pleased with the results of these TV news clips as a means of reaching a greater portion of the movie-going public," Lewis said. He cited the effectiveness of the news clip technique in the cases of "The Horse Soldiers," "Pork Chop Hill" and "Some Like It Hot," when the clips received 514 exposures on television news programs in over 300 markets. "We intend to develop and refine this compatible promotion tool for maximum results," Lewis pointed out.

Canada Dry, ABC Sign For Disney Half-Hours

Canada Dry Corp. will sponsor alternate half-hours of "Walt Disney Presents" on ABC Television during the 1959-60 season, starting Friday, Oct. 2. It will be Canada Dry's fifth season as sponsor of the program on television. The agency in charge is J. M. Mathes, Inc.

In commenting on Canada Dry's sponsorship of the program, William P. Mullen, ABC vice-president in charge of network sales, reminded that the soft drink company was the first producer of that type of product to use network television, beginning with its sponsorship of "Super Circus" in 1948.

Schary Consultant for World of Entertainment

Dore Schary has been signed as creative consultant for the Hubbell Robinson production of "The Wonderful World of Entertainment" which will be produced by Jess Oppenheimer. This program, described as "an excursion in depth into every phase of American Entertainment" will be telecast over NBC, Tuesday, October 6 and will be the first of a series of 39 weekly programs produced by the newly-formed Hubbell Robinson Productions to be sponsored by the Ford Motor Company.

Bader Back from Trip

Dave Bader, vice-president of Atlantic Television, just back from England and the Continent, yesterday disclosed that while abroad he negotiated for seven features and two series of half-hour properties which will be delivered before the year's end. Additionally, he said, he has options on 10 other features made abroad.

SAG's Residual Payment Collections at New High

From THE DAILY Bureau

HOLLYWOOD, July 29. — Residual payments on television entertainment programs collected by the Screen Actors Guild and distributed to Guild members in June reached an all-time high of nearly half a million dollars, it was announced by John L. Dales, national executive secretary. Actual amount was $499,211.25.

This sum, added to previous residual collections, brings the total amount collected by the Guild from December, 1953, to $10,260,252.97.

These figures do not include payments for re-runs of television commercials, which are paid directly to members, nor payments collected by the Guild for post-1948 theatrical pictures released to television.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

THIRTEEN unlucky? Not for Groucho. Just back in Hollywood from a summer-theatre tour with "Time For Elizabeth," the NBComedian is preparing to start his "You bet Your Life" series for the thirteenth consecutive year with the Sept. 24 telecast. His book, "Groucho & Me" is slated for release about same time. . . . Hubbell Robinson Productions' series of 39 Tues. nite specials, four of which will star Ingrid Bergman, Art Linkletter, Dean Martin respectively, will be telecast this season over NBC, all of them sponsored by Ford Motor Co. J. Walter Thompson is Agency. . . . Succeeding George Vogel as managing director of Spotlight Productions next week is Mervyn Framer, associate producer of "Strike It Rich" and the current CBSmash Tvehicle, "The Big Payoff." Prior to coming to Gotham, Merv was associated with Warner Bros. in Pittsburgh. . . . Harry Martin, who, as "Happy Hare" is earning quite a rep as deejay and morning KCBQuipster out San Diego way is a natural for a coast-to-coast build-up. We've heard him several times on a recent trip and we think the lad is a rare combination of Garroway, Godfrey and Garry Moore. . . . With the acquisition of 40 features in addition to his cartoons and novelties, Reub Kaufman's Jayark TV Co. is definitely on a growth kick. Reub may soon add several important foreign flickers to his library for American syndication.

☆ ☆ ☆

Lester Mack has signed Len Wayland for a featured role in "The Fair Sex" which will get a Lambs Club "tryout" in October with a good chance for a run on the Main Stem. . . . S. Philadelphia, home of Frankie Avalon and Fabian, is likewise the birthplace of still another young warbler, Charlie Gracie, whose platter of "Butterfly" last year earned him a Golden Record Award. Gracie's newest effort on Coral, "Angel Of Love" looks like it too can take wing. . . . Very clever piece of promotion: Sesac's "You Never Heard It So Good" cardboard "Adventures In Sound," a new addition to that firm's regular service to Music Users. The promotion piece also carries an especially-produced LP microgroove recording which can be easily detached and played. . . . Frank Lovejoy's "Meet McGraw," which is ABCurrently seen Sundays, will be syndicated by ABC Films in October, it was announced by Prexy Henry G. Plitt. . . . Theme song for "21 Beacon St." should be Moe Jaffe's "Collegiate." Every member of the program's cast and the production staff are proud possessors of academic degrees. Star Dennis Morgan holds an honorary doctor's degree from his alma mater Wisconsin's Carroll College; Joanna Barnes is a Phi Beta Kappa from Smith College; Brian Kelly has a law degree from U. of Mich.; James Maloney has a Master of Fine Arts sheepskin from William & Mary College; Director Maury Geraghty is a Princeton man, Script Editor Leonard Heideman is from Yale and producer Al Simon is an alumnus of Columbia and N.Y.U. . . . Handsome Jack Russell, whose thrilling trilling has earned him a repeat guestint on "Music For a Summer Evening," will sing for the fourth time on the "Rodgers & Hammerstein" Musicale Saturday at Lewisohn Stadium. Jack returned recently from Vancouver, B.C., where he starred in "The Chocolate Soldier" which gave a "Command Performance" for Queen Elizabeth, July 15.

ABC Station Men Hea Treyz and Goldenson

ABC Television, now complet the best season in the network's tory, looks forward to the 1959-1 period, seeing "a marvelous opp tunity to move ahead to a firm N position" among the three lead video webs, Oliver Treyz, ABC- president, yesterday told station m agers and promotion men who p ticipated in the opening session c two-day meeting at the Park Shera Hotel here.

"But 1959-60 will be a crit year for us," Treyz said, "while trend is ABC Television's way we have the most improved sched of all three networks, we also h more changes in our programm than the other two networks—64 cent of our nighttime schedule new programming. This means have a big promotion job ahead us, to make sure the public is m aware of our new shows."

Goldenson Aims 'For No. 1 Positi

Leonard Goldenson, president American Broadcasting - Paramo Theatres, speaking at the morn session, predicted that ABC-TV fall will have more candidates the Top-Ten ranking than ever fore in its history, and he add "We are thinking long range. aim to put ABC Television in the 1 position, and we think we can it in 1959-60 with your help."

Taft Broadcasting Co' Net for Quarter Is Up

Taft Broadcasting Co. yesterday ported that net income for its f fiscal quarter ended June 30 amoun to $395,324, an increase of 32 cent and equal to 27 cents per sha compared with $299,637, or 21 ce per share, for the like period in 19

Net sales increased 16 per c to $2,510,556 in comparison w $2,164,255 in the first quarter year. Net income for both periods pro forma to give effect to the m ger on July 1, 1959 between the co pany and Radio Cincinnati, Inc. a its subsidiaries.

Taft Broadcasting operates ra and television stations in Cincinn and Columbus, Ohio, Birmingha Ala., Lexington, Ky. and Knoxvil Tenn.

Moger Named UA-TV Account Executive

Art Moger will join United Arti Television August 3 as account exec tive for New England, it was nounced yesterday by Bruce Eells, ecutive vice-president. Moger will port to Phil Williams, Eastern di sion manager, and will headquarter Boston.

Previously associated with War Bros., where he served for 15 ye as Eastern divisional director in sa promotion, advertising and publici Moger is a former newspaper edi and author of the book, "You'll D Laughing."

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 22 NEW YORK, U.S.A., FRIDAY, JULY 31, 1959 TEN CENTS

lexibility

Demonstrate New 70-35mm Projector

entury Unit Allows for Foreseeable Expansion"

A demonstration of the Century 70/ mm projector was held in the New rk showroom of the Century Projec- Corporation yesterday afternoon the motion picture industry trade ess. It is the only 70/35mm projec- of American design and manufac- e.

Designated the Century Model JJ /35mm, the projector has the pro- tor mechanism, optical and mag- tic sound reproducers, and upper d lower magazines in separate units, hich allows expansion of existing ojection and sound equipment rough modernization in progressive ps.

"Century has taken a long look for- rd to analyze possible future re- irements for projection equip- nt," said L. W. Davee, president

(Continued on page 2)

Warner, Kalmenson to ondon for Meetings

Jack L. Warner, president of War- r Bros., will leave here today for ondon for a series of meetings with ecutives of Associated British Pic- res Corp., in which Warner Bros. is substantial stockholder. He will be ne for several weeks and will also

(Continued on page 4)

piegel, Lean to Make awrence' for Col.

Sam Spiegel and David Lean, who oduced the Academy Award win- ng motion picture, "The Bridge on e River Kwai," will join again to oduce two major pictures for re- se through Columbia.

The first of the new venture will be

(Continued on page 4)

TELEVISION TODAY—page 5

Claim New Reeves Installation Gives TV Tape Editing Flexibility of Film

A new procedure and new equipment for recording television programs on tape which permits electronic editing or mixing of taped scenes and sounds was described yesterday at the Reeves Sound Studios by engineers for Reeves and the Radio Corporation of America.

The procedure, involving eight new RCA video tape recorders and a highly intricate control and switching center using the latest in transistorized equipment, will permit mixing information on television tape with much the same flexibility as on motion picture film, the representatives of the two companies said.

In the installation pre-recorded tapes will be used bearing picture information from any number of cameras, along with the associated sound tracks. By employing several tape recording and playback machines, with matching monitors, the system will enable the producer and director to see different views simultaneously and

(Continued on page 5)

U.A. Officials Open 'Sheba' Talks in London

By PETER BURNUP

LONDON, July 30. — William J. Heineman and Roger Lewis, United Artists vice-presidents; Morton Nathanson, U. A. global publicity head, and Seymour Poe, producers representative, arrived here today for conferences and planning with King Vidor, producer, of sales policy and advertising-publicity campaigns for "Solomon and Sheba."

The five attended a luncheon at the Dorchester today for press representatives and film critics, at which Montague Morton presided.

Vidor is still engaged in editing the picture, which is being processed in its entirety in Technicolor here. He hopes to complete the task by

(Continued on page 2)

Complete Merger Plan For SDGA and RTDG

From THE DAILY Bureau

HOLLYWOOD, July 30.—Plans for the merger of the Screen Directors Guild of America and Radio Television Directors Guild have been completed here and will be submitted to

(Continued on page 2)

Kirsch Is Reelected Ill. Allied President

Special to THE DAILY

CHICAGO, July 30. — Jack Kirsch was reelected president of Allied Theatres of Illinois for a three-year term at the organization's 29th annual meeting held here yesterday.

Elected for a one-year term were Sam C. Meyers, vice-president, and Benjamin Banowitz, secretary-treasurer.

Directors elected were: B. Charu-

(Continued on page 4)

Cartoon Market Better; Terrytoons Ups Releases for Anniversary Year

By WARREN G. HARRIS

Terrytoons will release 24 color cartoons to theatres in 1960, as opposed to 20 this year, Bill Weiss, vice-president and general manager of the CBS Television Film Sales subsidiary, told a contingent of trade reporters visiting the company's studios in New Rochelle yesterday. Most of the 24 cartoons, which will be released through 20th Century-Fox, will be new releases, it was reported, with only a limited number of reissues added.

Weiss said that the current market for cartoons is "very good." Whereas most cartoons revenue used to come from so-called "marginal" theatres, more and more bookings are coming from first-run theatres. This trend, Weiss said, can be attributed in part to the fact that the long running-times of many features today preclude any sort of supporting fare except cartoons or other short subjects. The average Terrytoon gets about 15,000 bookings in the U.S. and Canada and more than double that world-wide, he reported.

Come October, Terrytoons will

(Continued on page 4)

$4.6 Million Deal

AB-PT Closes For Preferred Held By Noble

Pays $19.25 a Share; Bid Same for Shares on Market

American Broadcasting - Paramount Theatres yesterday purchased on the New York Stock Exchange 225,028 shares of its 5% preferred stock held by the Estate of Edward J. Noble and 15,740 shares of its 5% preferred stock held by the Edward John Noble Foundation, at a price of $19.25 per share.

The purchase aggregated $4,634,-784.

The company also said it will maintain a bid on the New York Stock Exchange until September 30 to purchase, at the same price of $19.25 per share, all or any of the remaining 78,531 shares of its 5% preferred stock which may be offered during such period.

This could entail an additional outlay of $1,511,722, or a total of $6,-

(Continued on page 5)

Kestenberg Heads Group Buying 5 RKO Houses

Milton Kestenberg heads the real estate investing group which is purchasing five of RKO Theatres' top New York neighborhood houses which will be leased back to an RKO Theatres subsidiary for operation. There was indicated a net gain of $2,500,000 for the seller.

The circuit confirmed yesterday that the deal had been consummated. The theatres are the Albee, Flushing,

(Continued on page 4)

Glen Alden Nets $6.2 Millions; No U.S. Tax

Consolidated earnings of Glen Alden Corp., RKO Theatres' parent company, among others, amounted to $8,321,709 for the six months ended June 30, before depreciation, depletion and amortization of $2,140,240, the company announced yesterday. Because of previous losses, no Federal

(Continued on page 2)

PERSONAL MENTION

JAMES E. PERKINS, president of Paramount International, will leave New York today for Hollywood.

•

VICTOR CARTER, Republic president, will return to the Coast over the weekend, and is expected back here about Aug. 10.

•

HAL WALLIS will leave New York aboard the "United States" today for Europe.

•

MATTHEW SCHROEDER, Paramount sales department statistical executive, is recuperating in Greenwich (Conn.) Hospital following surgery.

•

DR. HERBERT T. KALMUS, Technicolor president and general manager, and MRS. KALMUS have left Hollywood for a short vacation at Cape Cod before leaving for London and Rome.

•

ARLINE HERRMANN, secretary to RUSSELL V. DOWNING, Radio City Music Hall president, will sail from here on the "Constitution" tomorrow for a holiday in Europe.

•

MARTIN RACKIN, producer, will arrive here at the weekend from the Coast.

•

H. J. YATES is scheduled to return to the Coast from here today.

•

JOHN G. MOORE, Paramount Eastern division manager, was in New York yesterday from Philadelphia.

•

JOYCE CALDERONE, secretary to EDMUND C. DEBERRY, Paramount home office sales executive, has announced her engagement to PAUL V. HUGHES.

•

SERGE SEMENENKO, first vice-president of the First National Bank of Boston, will sail from here for Europe today aboard the "United States."

•

PHILIP GERARD, Universal's Eastern publicity manager, is in Washington today with ROBERT ARTHUR, producer.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
AUDREY HEPBURN
In FRED ZINNEMANN'S Production of
"THE NUN'S STORY"
A WARNER BROS. PICTURE
in TECHNICOLOR®
and GALA NEW STAGE SPECTACLE "BONANZA"

Confer on 'Sheba' in London

(*Continued from page* 1)

Tuesday, but the New York visitors will view the picture tomorrow in its present state.

At today's luncheon Vidor said, "I consider 'Solomon and Sheba' to be my best effort and the fulfillment of one of the most important motives I have felt as a film-maker. It was not an easy film to make in view of the problems, some inevitable in a film of this magnitude, others tragic and inescapable.

"We made it as a testament of our faith in a thriving, burgeoning film industry. The formula I used was to give force and meaning to the most arrant adjectives which are casually thrown around in the course of film-making, such as 'majestic,' and 'epic.' Throughout the production we felt excitement, dignity and majesty. They never left us. They've been my standards throughout my career. I honestly feel I've been faithful to them in this picture."

The world premiere has been set for Oct. 27 at the Astoria Theatre here.

Glen Alden Net

(*Continued from page* 1)

income taxes apply to Glen Alden's earnings.

Included in the profits is a net gain of $2,500,285 on sale of properties, not identified but believed to include the five New York neighborhood theatres sold yesterday to a real estate investing group headed by Milton Kestenberg, with a 20-year lease back agreement.

The Glen Alden report said the major part of the transaction was under contract dated May 18, 1959, and consummated July 30.

Glen Alden and List Industries were merged on April 21 last. The six months earnings include List Industries operations since Jan. 1, 1959.

The net earnings per share are $1.11 based on 5,566,034 shares outstanding.

Complete Merger Plan

(*Continued from page* 1)

memberships of both guilds for their approval. The boards of directors of both organizations have already consented to the proposed amalgamation.

The tentative name for the new guild is Directors Guild of America, with Frank Capra, president of SDGA, slated to head the merged group, and Mike Kane, national president of RTDG, taking the position of executive vice-president.

The new organization would include 1,155 members of the SDGA and 889 of the RTDG.

20th-Fox to Start 5 Films in August

Twentieth Century-Fox will place five attractions before the cameras during August, continuing the company's accelerated production output for 1959, it was announced yesterday.

The five productions are: Jack Cummings' "Can-Can," to be filmed in Todd-AO; Jerry Wald's "The Story on Page One; Sydney Boehm's "Seven Thieves"; Maury Dexter and Hubert Cornfield's "The Voice"; and "The Rookie."

New Projector Shown

(*Continued from page* 1)

of the company and its director of engineering, who is responsible for the design. "We believe that the Model JJ is the answer to equipment prepared for almost any foreseeable expansion for the present 70mm and 35mm film dimensions, as well as other possible refinements."

The mechanism incorporates the double rear shutter system regularly used in Century equipment, and design anticipates use of optical systems having light speeds as high as *f*/1.5. Design also provides for complete interchangeability with all existing standard projection and sound systems. The magnetic and optical sound reproducers employ hydraulic flutter suppression. An Ampex magnetic head incorporates separate 70mm and 35mm clusters.

Century 70/35mm projectors are operating in the St. Louis Park Theatre, Minneapolis suburban house, and are installed in the stadium theatre, Los Angeles, for demonstration.

SCTOA Asks Revision Of L.A. Tax Ordinance

From THE DAILY Bureau

LOS ANGELES, July 30.—A complaint registered with the City Council by the Southern California Theatre Owners Association, charges that recent changes in the business license tax discriminates against theatre owners, and also seeks revision of the tax ordinance to classify theatre owners in the retail business category.

'Hot' $315,825 in L.A.

United Artists' "Some Like It Hot" has racked up a total gross of $315,825 over the past two weeks in 18 playdate situations in the Los Angeles area, it has been announced by James R. Velde, UA vice-president in charge of domestic sales. Velde added that in a majority of these situations the Mirisch Co. film has been held over for three or four weeks.

Set 'Ben-Hur' Openin In 3 Canadian Cities

John Fitzgibbons, head of Famous Players Canadian circuit, contracted with Metro-Goldwyn-M er for exclusive premiere engageme of "Ben-Hur" in Toronto, Mont and Vancouver, it was announced terday.

The film spectacle will open in of the chain's theatres in each of three cities between Christmas Feb. 1, with a guaranteed run of least a year in each situation.

Willard O'Neill Dies

TORONTO, July 30.—Funeral s ices were held here this week at Monica's R. C. Church for Will J. O'Neill, secretary-treasurer of P mount Film Service, Ltd., of Cana who died at his home at the age of He is survived by three children. had been with the Paramount orga zation since 1920.

London Likes 'Mouse'

The second week's gross of Hi road Productions' "The Mouse T Roared," now showing at the Od Marble Arch in London, showed 20 per cent increase over the take the first week, it has been repor here to Columbia Pictures, distri tor. The film will go into national lease in England on Monday.

Loew's Shows UA Duo

Two United Artists releases, M ville Productions' "Pork Chop Hi and the Max J. Rosenberg-Milton botsky "The Last Mile," will op today as a double-feature program the Loew's Theatres circuit throu out the greater New York area.

aircraft: COMET 4!
(pure jet!)
flight: MONARCH
(de Luxe and First Class only
frequency: NIGHTLY
(leaves New York at 9 p.m.)
destination: LONDON!

reservations through your Travel Agent
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See the difference above. The left side of the scene is 10% brighter — all details beautifully visible — as obtained with top-quality "National" High Intensity carbons.

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PEOPLE

Charles Kurtzman, who is being transferred by Loew's Theatres from Boston to New York, where he will occupy a national administrative post, will be guest of honor at a farewell dinner to be held at the Sheraton Plaza Hotel, Boston, on Sept. 12. George Schwartz, who heads many charitable functions in the Hub, will be chairman of the affair, which will be attended by city and state officials, including Gov. Foster Furcolo.

□

Ken Croft, assistant manager of Shea's Buffalo Theatre, Buffalo, has been named manager of Loew's Theatre, Indianapolis, succeeding Sam Shuboff.

□

Helen Huber, for almost 35 years a member of the staff of the Paramount exchange in Buffalo, has retired and is planning an extensive tour of Europe.

25 in Work at Studios; Col. Has 8 Shooting

From THE DAILY Bureau

HOLLYWOOD, July 30.—With five new pictures started this week, and five completed, the total number of productions shooting remains at 25. Columbia Pictures' program of its various independent producing companies, tops the list of activity with eight films before the cameras. Jerry Wald's Company of Artists has three pictures in production at 20th Century-Fox.

Pictures started were: "Pollyanna" (Walt Disney Technicolor production for Buena Vista release). "Jovanka and the Others" (Dino De Laurentiis Production for Paramount release). "Hound Dog Man" (Company of Artists Production), and "Sink the Bismark," the latter two for 20th Century-Fox. "—30—" (a Mark VII, Ltd., production to be released by Warner Bros.).

Completed were: "The Wreck of the Mary Deare" and "Never So Few" (Metro-Goldwyn-Mayer). "A Dog of Flanders" (a Radnitz Production for 20th Century-Fox release). "Oklahoma Territory" (Premium Pictures for United Artists release), and "Private Property" (Kana Production, no release set as yet).

Hold Up SOS Supply Offices, Rob Personnel

Three bandits carrying pistols and a sawed-off shotgun entered the West 52nd Street offices of S.O.S. Cinema Supply Corp. this week and forced several employees as well as officers of the firm to hand over their jewelry and cash. The vandals then rifled the safe and strongboxes, strewing papers about and damaging office machinery.

The men forced their victims to lie on the floor, ripped out telephone wires and fled in a car driven by a fourth member of the gang. Police or the 16th Precinct under detectives Ryan and Barrett are working on the case. Two of the criminals have been tentatively identified by the Crime Identification Bureau, while the laboratory is now checking the fingerprints left behind.

Cartoon Market Improved

(*Continued from page* 1)

celebrate its 30th anniversary, Weiss proudly announced. In that time, the company has never had a shutdown, but has undergone some radical changes. Today its business is split-up into about three equal portions—theatrical production, television programming, and TV commercials.

The theatrical Terrytoons are currently undergoing a "change in image," Weiss said. A "refinement of animation" has brought more stylized presentations, very different from the early "Farmer Alfalfa" cartoons turned out by the company. These refined techniques have also brought about a great speed-up in production. While it once took close to a year to turn out a Terrytoon, one can currently be completed in about 90 days, Weiss said.

Popular Characters to Remain

Terrytoons will continue to produce cartoons featuring the established characters of Mighty Mouse and Heckle & Jeckle, but will also introduce new "personalities." The newest are Silly Sidney, Hector Heathcote and a G.I. mouse. Apart from these five or six Terrytoon "stars," however, the cartoonery is devoted to the creed of "stronger story lines than anybody else," Weiss said.

Terrytoons is "going very slow" in its thinking on production of a full-length cartoon, Weiss said, admitting that the company has been toying with the idea for many years. "To find the right project is the problem," he pointed out. "I think perhaps that it's time for a change in the subject matter of cartoon features. The fairy tale may have been around too long."

Asked whether production costs in the East for cartoons were less than in Hollywood, Weiss answered in the negative. He estimated the average cost of a seven-minute Terrytoon at between $35-50,000. With this cost in mind, it is easy to see that Terrytoons is not going to take its chances on a full-length production until it is fairly confident of reaching a receptive market.

Screened for the trade press yesterday were three Terrytoons, all in CinemaScope and color: "Fabulous Firework Family," "Hashimoto-San" and "The Minute-and-a-Half Man." The second is especially engaging, ending with a Japanese house mouse, who's spoken with an Oriental accent throughout remarking, "That's show business."

Reelect Kirsch

(*Continued from page* 1)

has, Jack Clark, James Gregory, Carl Goodman, Don Knapp, Ronald Kuhlman, Verne R. Langdon, Charles R. Lindau, Howard Lubliner, George Nikolopulos, Arthur F. Sass, Arthur Schoenstadt, Nate Slott, Mayer Stern and Bruce Trinz.

Harry Nepo was appointed sergeant-at-arms.

Kestenberg Group

(*Continued from page* 1)

Madison, Fordham and 86th Street. Under the 20th-year lease-back arrangement the houses will continue to be managed and operated by the RKO circuit, now a subsidiary of Glen Alden Corp.

Brokers in the transaction are Ralph Roberts and Max Weinstein.

'Anatomy' Seen Strong

Otto Preminger's "Anatomy of a Murder" grossed $26,000 in its first week at the Alvin Theatre in Cleveland, Columbia Pictures, distributor, has been informed. Additionally, the film is reported, from Cincinnati, to have opened to an $18,200 take at the Twin Drive-in and a $16,300 gross at the Keith.

Warner, Kalmenson

(*Continued from page* 1)

visit Warner offices on the Continent and possibly at Johannesburg, South Africa.

Benj. Kalmenson, Warners executive vice-president, will join the company president in London where they will meet with Sir Philip Warter, ABPC board chairman; C. J. Latta, managing director; Jack Goodlatte, a director of ABPC, and Arthur Abeles, Warners Continental manager and managing director for Britain.

Follows Coast 'Cavalcade'

Other Warner offices on their schedule are those in France, Belgium, Holland, West Germany and Italy. The company said the planned visits are a follow-up to the recent successful California Cavalcade and meetings similar to those sessions are planned at all points.

Spiegel and Lean

(*Continued from page* 1)

a desert adventure story based on the exploits of the fabled "Lawrence of Arabia."

The life of T. E. Lawrence, soldier and author of "The Seven Pillars of Wisdom," offered excitement and color in an extraordinary human document. "Lawrence of Arabia" will be a modern, adventure story set against the background of the African desert and its tribes.

Spiegel, who completed discussions with Columbia on the new venture with Lean, has returned to England where his production for Columbia release of Tennessee Williams' "Suddenly, Last Summer" is in the final stages.

Clarifies So. Carolina Blue Law Enforcement

Special to THE DAILY

SPARTANBURG, S. C., July). A new and lengthy opinion cov in questioned aspects of the contr rs over Sunday work and amuse nt was issued at Columbia yesterda b Attorney-General Daniel R. Mc

McLeod held that magistrat jury cases involving blue law tions may not let juries d whether the alleged offenses consideration come under the laws.

"Magistrates are judges South Carolina law and the constitution provides that j shall instruct juries in the law lowing juries to decide only ma of-fact," the attorney-general rul

"If the magistrate considers Sunday movies, or any other tioned activity, is not within scope of the 'blue laws,' he sh direct a verdict of acquittal fo defendant," he continued.

Permitted in Some Areas

"Except under certain condi and in certain cities and counties specifically referred to in the stat Sunday movies are in violation o law. Sunday movies generally be shown in Richland, Charle and Kershaw counties, in the of Darlington and Florence an incorporated beach resorts d certain hours. Otherwise no Su movies may be shown, and in s of the areas where they are permi special city permits are required. ceptions to the 200-year-old stat may be created only by special l lation in the general assembly."

Blue Law Referendum Called for in Anderson

GREENVILLE, S. C., July "Blue law" developments here an other areas include a call for a ferendum election at nearby An son and an order issued by Ma trate Bates Aiken, Greenville, mally transferring six Sunday m cases from his court to that of M istrate J. T. Stallings.

The defendants, through their torneys, moved for changes of ve alleging that they could not ob a fair trial before Magistrate Ai because Circuit Solicitor Jim M had in the public press criticized Aiken's conduct of a previous S day "blue law" trial.

At Anderson, the City Cou voted unanimously to call a refe dum on the controversial question work and amusements on Sunday. the same time, council members cided to close the city recreation c ter on Sundays.

$41,436 for 'Hercule

LOS ANGELES, July 30. — "H cules" broke the all-time multi run day record in 19 theatres play locally with a $41,436 single- gross, it was reported today by W ner Brothers. The film is playing conventional theatres and nine dri ins.

B-PT Closes

(Continued from page 1)

506, exclusive of brokers' com-sions, to retire the preferred es.

he elimination of all or part of 5% preferred stock is being made the company in order to simplify capital structure and to eliminate dividend requirements on such k.

n recent trading, the AB-PT pre-ed has been quoted at 19 bid, asked.

nada Official Leaves reen Gems, Telepix

he resignation of Joseph Dunkel-as president and a director of pix Movies, Canada, and as vice-ident and a director of Screen ns, Ltd., Canada, was announced erday in a joint statement by the rds of directors of both corpora-s.

he statement added that Dunkel-'s resignation was accepted with et after an association which was n pleasant and profitable for the panies. Dunkelman has entered production under the banner of ns Video Productions. Both the pix and Screen Gems boards of ctors, in conjunction with Dunkel-, expressed their strong desire to ntain their present warm relation-.

abylon' First Drama r '59-'60 "Playhouse'

at Frank's new novel, "Alas, ylon," has been acquired by the Television Network for adapta- as the first "Playhouse 90" entation of the 1959-60 season, rsday, October 1. The novel is g adapted for television by David w, and will be produced for the s by Peter Kortner.

Alas, Babylon," a story of disaster survival in the nuclear age, will produced in cooperation with the ted States Office of Civil Defense Mobilization, it was reported. The ernment agency will assist the pro-er and adapter to insure authen-y and will provide experts in the l of civil defense for advice and nical consultation.

rant for Old-Age Film

he Mutual Benefit Life Insurance npany, Newark, N. J., has awarded rant to the National Committee on Aging to finance the first in a -part film series entitled "The er Years," to be produced by Dy-ic Films, Inc., here.

' Film on WCBS-TV

niversal's "This Is the Life" will presented on television for the first e in New York over WCBS-TV as feature of that station's "Early w" Monday, starting at 5:30 P.M.

Television Today

Seek Unified British Trade Forum; Operation of 3d TV Channel on Tap

From THE DAILY Bureau

LONDON, July 28 (By Air Mail).—The constituent bodies of the Joint Committee of the industry's Five Associations are to be asked to support a proposal that the Committee should be "formalised and strengthened as the forum of Industry discussion."

The proposal was made following a meeting of the joint committee presided over by Lord Archibald, Federation of British Film Makers president.

The associations other than Film Makers which comprise the Joint Committee are: Kinematograph Renters Society, Cinematograph Exhibitors Assn., British Film Producers Assn. and the Association of Specialised Film Producers.

Would Limit Group to 27

The proposal is that the Committee would be limited to 27 members, drawn equally from renters, exhibitors and producers, as distinct from equal numbers from each association. But it is emphasized that the Committee would not have power to take a decision on any point remitted to it by a constituent member of any of the Five Associations. The Committee's function would be limited to making recommendations; with ratification, if any, being left to the member Associations.

The Committee's first recommendation, under the chairmanship of Lord Archibald, would put the industry into television. It is likely to provoke loud discussion, not only in the industry but in extra-mural quarters, too.

A communique on the subject issued after the Committee's meeting runs as follows:—

"It was agreed to recommend the setting up of a committee to investigate the possibility of the cinema industry applying for the control of the third television channel."

Two TV Bands Operating

At present two TV channels are in operation here; one controlled by the BBC, the other by commercial companies. The need for a third channel is generally acknowledged with many candidates already agitating for its incumbency.

The Government is likely shortly to appoint its own commission of inquiry in the matter.

Lord Archibald clearly is intent in staking an early claim for the film industry.

In the meantime, Associated British Cinemas is staking another claim in the medium.

In company with Associated Tele-Vision (another program contractor on the commercial network) ABC is forming a new private company called International Television Services.

It is stated that at this stage the new company's activities will be directed to exploring the possibility of developing television in overseas countries, principally but not exclusively by the provision of programs.

Dr. Eric Fletcher, deputy chairman of ABC, is chairman of the new company.

Urges TV Commercials Filmed, Not on Tape

Advertising agencies and sponsors have been strongly advised against joining the widespread use of video tape in commercials "for at least another year."

Robert L. Lawrence, president of Robert L. Lawrence Productions, in a letter to 2,000 advertisers and agency executives, analyzed the relative merits of film and tape, saying:

"Tape today is more readily adaptable to the kind of commercial that does not require extraordinary technique or creativity—the simple, unsophisticated, ordinary, 'stand-up' type—the kind that has hitherto been done 'live'."

Over 80 per cent of all commercials, said Lawrence, demand the production values and talents that only the film industry can offer. He questioned the wisdom of sacrificing these values to tape's economy and "live" quality.

Margia Dean a Partner In New Telefilm Firm

From THE DAILY Bureau

HOLLYWOOD, July 30. — The formation of Margro Productions, to produce telefilm series, with Margia Dean and Key Productions each the owner of 50 per cent of the company, has been announced here. The first series to be produced will be "Frontier Judge," based on an original by Robert Hamner, who is writing the teleplays.

Miss Dean, recently starred in 20th Century-Fox's "Villa," will be associate producer. Ed Lestwich will produce. Shooting will start within the next two weeks.

Named TV Editor

MIAMI, July 30. — Kristine Dunn has been named new television editor of the *Miami News*. A graduate of Medill School of Journalism, Northwestern University, Miss Dunn joined the News in 1957 as one of the editorial writers. She is the daughter of Miami's weatherman, Gordon Dunn.

Reeves Tape

(Continued from page 1)

choose the most desirable scenes. Then he can schedule the complete program and electronically edit or splice the desired sequences into a master monitor and recorder.

Major elements of the system will consist of eight RCA television tape recorders, two equipped for color; two monochrome and one color live camera, one monochrome and one color film chain with 16mm and 35mm projectors and a slide projector, three electronic editing rooms and a master control room.

The heart of the system will be the editing rooms and the control room with the associated switching equipment, utilizing the newest transistorized systems capable of switching from picture to picture in one-millionth of a second.

Called 'Most Advanced'

A joint statement by the Reeves and RCA engineers said, "This facility will be the most advanced installation of its kind in existence. The latest television techniques and equipment have been integrated to permit maximum flexibility in the production of electronically edited tape recording."

Hazard E. Reeves, head of Reeves Studios, is a pioneer in the sound recording industry and a founder of Cinerama, Inc.

Broadcast Editorial Has Features Ready

Broadcast Editorial Reports has disclosed details of four of the six features which it will offer television and radio stations in addition to its "opinion" material written by journalists.

Two of the four features described were written by Beth Brown, author named this week as consultant to the company's Women's Feature division. They are "A Business of Her Own," stories of successful women, and "Everybody's Dog House," based on Miss Brown's "Everybody's Dog Book."

The two other features are "Dateline: Universe" and "Management of the Mind." The former will be written by Ansel Talbert, vice-president of the Safety Flight Foundation. The latter is from the pen of Edward J. McGoldrick, Jr., based on his book of the same title.

C.N.P. Signs Meeker

HOLLYWOOD, July 30.—Ralph Meeker, stage, screen and TV actor, has been signed by California National Productions to a long-term contract, with his first assignment being the starring role in "Not for Hire" new television adventure series.

To those showmen who played THE 7th VOYAGE OF SINBAD and to those who wished they had... CHARLES SCHNEER PRODUCTIONS are now working on a new film in

SUPER DYNAMATION

Gulliver's Travels

The timeless adventure classic in EASTMAN COLOR For Columbia!

Gulliver's Travels starring KERWIN MATHEWS • JO MORROW JUNE THORBURN • Screenplay by Arthur Ross and Jack Sher • Based on the Jonathan Swift classic Adaptation by Arthur Ross • Directed by Jack Sher • Visual Effects by Ray Harryhausen • Produced by Charles H. Schneer

A MORNINGSIDE PRODUCTION

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 86, NO. 23 NEW YORK, U.S.A., MONDAY, AUGUST 3, 1959 TEN CENTS

Giant Step'

Lady' Decision Seen Blow to All Censorship

OA's Gen. Counsel Urges ndustry to Press the Fight

The U. S. Supreme Court's deci- on in the "Lady Chatterley's Lover" se is "of great historical importance the industry nd a giant ep forward this coun- y's judicial rocess in the tlawing of rior restraint' motion pic- res," Herman evy, Theatre wners of merica gen- al counsel, ys in a digest the Kingsley nternational Pictures Corp. case

Herman Levy

(*Continued on page 4*)

Holds Md. Censor Law Must Be Enforced

Special to THE DAILY

BALTIMORE, Aug. 2. — Mary- nd's Attorney General C. Ferdinand ybert has decreed that the state's lm censorship law may be uncon- itutional, but that it must be en- rced unless and until the courts rike it down. His statement was n answer to the Maryland State oard of Motion Picture Censors

(*Continued on page 4*)

Levine-McHugh Music Co. Formed By Embassy

Joseph E. Levine, president of Em- assy Pictures Corp. and sponsor of ne big grossing "Hercules," an- ounced formation of subsidiary, Levine-McHugh Music, to create and

(*Continued on page 3*)

TELEVISION TODAY—page 5

Ban Overtime In UK Studios

By WILLIAM PAY

LONDON, Aug. 2.—As a result of dissatisfaction with the outcome of meetings held with the British Film Producers Ass'n and the Federation of British Film Makers on increased wage demands, the National Association of Theatrical and Kine Employes has introduced an immediate general overtime ban in all studios here.

Members of the Electrical Trades

(*Continued on page 4*)

NTA Acquires 160 More Pre-'48s from 20th-Fox

Television distribution rights to another 160 pre-1948 20th Century-Fox features have been obtained by National Telefilm Associates, Harold Goldman, NTA executive vice-president, announced.

Included are "The Razor's Edge,"

(*Continued on page 5*)

To Withdraw '80 Days' For Later Reissue

Michael Todd's "Around the World in 80 Days" will be withdrawn from distribution at the end of the year, "to be held safely from television interests and to be released again in five or ten years," Bill Doll, vice-presi-

(*Continued on page 6*)

Unity — of Feeling — Achieved

ACE-MPA Start Work On Four Projects

More Product, Help to Small Theatres, Advertising and Research Head List

By WARREN G. HARRIS

"For the first time, we all felt ourselves part of one industry, and that we'd all succeed or fail together."

This statement, coming from Eric Johnston, president of the Motion Picture Association of America, reflected the general atmosphere of Friday's meeting here of the MPAA with representatives of the American Congress of Exhibitors.

"It was a very harmonious meeting for constructive purposes," Johnston and ACE chairman S. H. Fabian concurred at a press conference which followed three and one-half hours of discussion between the two industry groups in the MPAA board room here and later at a Harvard Club luncheon.

'Don't Belittle Advertising'

Johnston, who termed the meeting "very historic," said that four subjects were discussed: "more product"; "help to small exhibitors"; advertising ("don't belittle it," he commented); and research. Both MPAA and ACE this week will appoint subcommittees to study the first three of these subjects, with their findings to be presented at the next joint meeting, scheduled for August 25 in New York.

Since the Council of Motion Picture Organizations already has a committee devoted to research, the August 25 MPAA-ACE meeting will hear a report from it in addition to the three new committees. Members

(*Continued on page 2*)

SBA Announces First Loan to Drive-In

From THE DAILY Bureau

WASHINGTON, Aug. 2. — The Small Business Administration announced over the week-end that it had made its first loan to a drive-in theatre.

The $27,000 loan was made to the

(*Continued on page 6*)

See San Francisco Fox As City Convention Hall

Special to THE DAILY

SAN FRANCISCO, Aug. 2. — The Fox Theatre, one of the best known plush-and-gilt film palaces in the nation and the largest (almost 5,000

(*Continued on page 2*)

Hearing on Bill to Permit FCC to Regulate Wired Toll-TV Unlikely for This Session

From THE DAILY Bureau

WASHINGTON, Aug. 2.—A House Commerce committee hearing this session on a bill to permit the Federal Communications Commission to regulate wired toll-TV test operations during an FCC-proposed test period of toll-TV operation by radio seems unlikely this session.

The bill was introduced in April by committee chairman Oren Harris (D., Ark.) because he felt it would be unfair for wired toll-TV test operations to go unregulated while the FCC would regulate radio toll-TV operations during its proposed three-year maximum test period.

The commission sent its comments on the bill to the committee several weeks ago, thus clearing the way for committee hearings. A spokesman for the committee said today, however, that he saw no likelihood of hearings in the near future. The committee is clearing up several items on its agenda now, and then intends to hold hearings on a bill dealing with the ethics of Federal regulatory agencies. With adjournment looked for early in September, the committee spokesman said he saw no free time before then for hearings on the wire-TV bill.

Deny Merger Reports of Loew's Theatres-Tisch

Wall Street reports of a possible merger of Loew's Theatres and Tisch Hotels, the latter privately controlled, have been denied by top management of both companies. There are no plans for such a move and no discussions on it have been held.

Presumably, the reports arose as a result of acquisition by Tisch of about 425,000 shares of Loew's Thea-

(*Continued on page 6*)

PERSONAL MENTION

STEVE BROIDY, president of Allied Artists, arrived in New York yesterday from Hollywood.

•

WILLIAM J. HEINEMAN and ROGER H. LEWIS, United Artists vice-presidents, and MORT NATHANSON, director of global advertising-publicity, returned to New York at the weekend from London.

•

MERLE OBERON returned to New York from London yesterday via B.O.A.C.

•

JAMES V. FREW, Southern district manager for Continental Pictures, has returned to his Atlanta office following surgery at a local hospital.

•

RICHARD JOHNSON, British actor, has arrived in New York from London. He will return to England later this week.

•

MARGARET LEIGHTON returned to New York from London Saturday via B.O.A.C.

•

MIKE KAPLAN, Columbia Pictures unit publicist, has left Hollywood for a cross-country tour in behalf of "Once More, With Feeling."

•

ADELE ORLANDO, secretary in the office of HARRY DUNLAP, publisher of *Good Housekeeping*, left here on Saturday for Mexico City.

•

O. S. BARNETT, office manager and booker for Allied Artists in Atlanta, has left there with his family for Chicago and Daytona Beach.

•

LEON SCHUMAN, vice-president and treasurer of Park Street Investment Co., theatre owners in Hartford, has left there with MRS. SCHUMAN for a tour of Europe.

•

GRACE WOODLEY, secretary to ROBERT INGRAM, of the Columbia Pictures Atlanta office, has returned there from Mexico City.

•

HERMAN "DUSTY" RHODES, drive-in operator of Georgia and Alabama, is vacationing in Virginia.

•

RUTH P. HAASE, of Brookline, Mass., daughter of SAM HAASE, theatre broker, will be married in November to EUGENE HOCHMAN of Los Angeles.

The Buzz that Builds Biz!

MR. HOLLYWOOD MOVIE BEE TRAILER

Contact your local NATIONAL SCREEN SERVICE EXCHANGE

ACE-MPA Plan 4 Projects

(*Continued from page* 1)

of the Compo research committee will have a meeting of their own here on Wednesday, it was reported.

Asked whether additional subjects would be discussed at the next MPAA-ACE meeting, Johnston said, "We'll cross that bridge when we come to it, and as we get to know each other better." The MPAA president said he had not necessarily listed the subjects discussed in the order of their importance, but Fabian pointed out that for ACE, at least, product and help to small theatres were "the most urgent problems."

Johnston and Fabian agreed a week ago that an agenda should be drawn up in advance of the meeting, and this was carried out, it was reported. "We prefer not to reveal the nature of today's discussions," they said, however.

Johnston pointed out that there are no "legal prohibitions" to joint MPAA-ACE meetings "as long as we do not discuss subjects that are illegal." He was most emphatic that the government consent decrees did not come up for discussion at Friday's meeting.

Representing distributors at the meeting on Friday were Barney Balaban, Arthur Krim, Abe Montague, Abe Schneider, Joseph R. Vogel and George Weltner. This was a "heads of companies meeting," Johnston said, and the absence of the top executives of some distributors did not mean that they were in disagreement with MPAA-ACE objectives. Cited as executives either out of town or busy on other matters were Spyros P. Skouras, Milton Rackmil, Steve Broidy, Jack L. Warner and Walt Disney.

ACE was represented by the following theatre executives: for TOA, Fabian, George Kerasotes, and Albert M. Pickus; for Allied, Horace Adams and Irving Dollinger; for MMPTA, Sol Schwartz; and for ITOA, Max Cohen.

In addition to Johnston, the MPAA was represented by Ralph Hetzel and Kenneth Clark.

New Film Quarterly Edited by Kirk Bond

Film Courier, a new quarterly dedicated to "all who are interested in serious film work," has just been introduced with a summer issue. Edited by Kirk Bond, with the contents of the first issue all written by him, the magazine is priced at 75 cents the copy.

"I have accumulated some material of my own, and so I am making this modest start," Bond states in an introduction to the offset-printed quarterly. The first issue features subjective views on the Indian film of today, the French "Golden Age" of film-making and the works of Josef von Sternberg. There are also several film reviews and a "Pot Shots" department devoted to random thoughts and anecdotes.

'Hangman' to B'klyn

Paramount's "The Hangman" will open first-run at the Brooklyn Paramount Theatre on Wednesday. It will share the bill with "The Five Pennies."

Invitational Bow for 'Fisherman' Tomorrow

The invitational world premiere of Rowland V. Lee's production of "The Big Fisherman," which will be held here tomorrow at the Rivoli Theatre, is expected to draw representatives from 25 national, New York state and city officials and film, stage and television stars, including Howard Keel and Martha Hyer, who are featured in the Buena Vista release.

Four-way international and domestic radio coverage will be accorded the world premiere.

Broadcasting highlights from the opening will be NBC's "Monitor," ABC's "Fred Robbins Show," Armed Forces Radio and several desks from the Voice of America. Theatre front and lobby activities will commence at 7:30 P.M. and continue until 8:30 P.M.

Plan Multiple Openings For Allied Artists' 'Bat'

C. J. Tevlin's "The Bat," starring Vincent Price and Agnes Moorehead, is being set for heavily promoted saturation openings in Detroit, Dallas, San Francisco, Boston and Atlanta exchange territory, Morey R. Goldstein, Allied Artists vice-president and general sales manager, announced. A series of multiple engagements starting in late August is planned.

The Terry Turner organization has been retained by Allied Artists to set up a saturation TV, radio and newspaper campaign to blanket the area openings.

TENT TAL

Variety Club News

BALTIMORE — Contracts been signed here by the Balti Variety Club and the U. S. N Academy for the club's sponsorsh the football game to be played tween Navy and Maryland at M orial Stadium in the fall. Proc will go to the Variety Center Multiple Handicapped Chil More than $40,000 in ticket ple has been obtained from indus firms and individual citizens in port of the affair.

San Francisco Fox

(*Continued from page* 1)

seats) in the Western half of United States, appeared on Fr to be headed for sale to the cit a convention hall. Built 30 years at a cost of $5,000,000, Fox V Coast Theatres wants to sell beca in the words of John B. Bertero, p ident of National Theatres, "it is making substantial money, e though it is still a cash producer."

Original Offer Was $1,700,000

In October, 1957, the Fox was fered to the city for $1,700,000 the offer was rejected. Two we ago a local real estate broker, Mor J. Rosenshine, acting for Irving stein, vice-president in charge FWC real estate, told the city new asking price was $800,000. C officials took immediate steps to ag among themselves to snap up w they considered an obvious barga as an adjunct to the greatly enlarg Civic Center in the past two ye

However, before any action co be taken, Bertero wrote Mayor Geo Christopher last week to inform h the price was $1,150,000.

From Hollywood by telepho Bertero added that Epstein was empowered to sell the property, ev though he is head of the theatre cuit's real estate division, but co only entertain offers for the appro of FWC directors.

Includes All Equipment

Epstein, currently in Hawaii w not immediate available for comme However, as Bertero pointed out his letter to Mayor Christopher, t price he quoted included the th tre's entire equipment, which t $800,000 offer did not. The assess value of the land alone is $900,0 indicating a true market value twice that amount.

"It's a bargain at either price," spokesman for City Hall privately to MOTION PICTURE DAILY, and adde "With our expanding Civic Cent the city would be foolish to pass up.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fec Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hol wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Moti Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-31 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagl Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

mbassy Co.

(*Continued from page* 1)

mote musical properties along with bassy's motion picture releases.

immy McHugh's, veteran Broady and Hollywood song writer, has n named president, and Pete golo, West Coast composer and nductor, will serve as music direc- and vice-president. Levine is listed treasurer, and Bill Doll, Embassy e-president and publicity chief, e-president.

Liaison with N.Y. Set

The new organization will have idquarters in the Security First tional Bank Building, Hollywood, l will work closely with the Emsy promotion and merchandising partments headed by Norm Prescott New York.

Rugolo and McHugh are currently nposing the music track to acmpany Embassy's forthcoming ck the Ripper."

an Modernization of 0th-Fox London House

From THE DAILY Bureau

LONDON, July 31 (By Air Mail). he 562-seated Rialto Theatre, in heart of London's West End and l under a lease by 20th Century-, is to be entirely reconstructed nake it one of the most modern mas here.

his is stated by Lawrence R. Kent, charge of theatres for 20th-Fox, ch acquired the lease of the house August, 1957. Kent says that the tre will be entirely reconstructed re-carpeted and that new and en- ed modern wash-rooms will be alled in both the stalls and circle. entire house will be redecorated.

The major alteration, however," Kent, "is the raising of the audium floor level by two and one-half . This will be done by laying a floor on the auditorium, thus imving the sight lines from the stalls he screen."

ther alterations will include new t and auditorium lighting; remakthe front of the theatre; the instalon of an up-to-date air-conditionsystem. The theatre, closed for the rations, had housed the hard-ticket t End run of "The Diary of Anne nk."

A Starts Early on alifornia St.' Plans

nited Artists this week will begin paring an extensive advertising and icity campaign for Plato Skouras' coming screen version of "Calia Street," the new novel by Niven h. The film is scheduled to start luction late this summer under the s Picture Corp. banner.

A's field exploitation staff, togethith Simon and Schuster, publishof the novel, have developed ma- book and department store notions in key cities across the try. A special exploitation kit has prepared by UA for its fieldmen.

REVIEW:

The Big Operator

MGM-Zugsmith

CONTINUING THE tradition of violence which he has set in recent pictures, Mickey Rooney here portrays a gangster moved into the labor rackets with a viciousness and brutality far exceeding anything he has done before. The picture, ably produced by Red Doff, and tautly directed by Charles Haas is direct and to the point—which is unmitigated violence —with only such stops for tenderness and emotion as are necessary to highlight the brutality.

Along with the Rooney name there are Steve Cochran, Mel Torme, Mamie Van Doren in the part of a loving wife and mother, and a strong supporting cast including Ray Danton, Jim Backus, Ray Anthony, Jackie Coogan and Charles Chaplin, Jr.

The screen play by Robert Smith and Allen Rivkin, based on a Paul Gallico story, depicts the capture of the precision toolmakers union by gangster Rooney and his hoodlum henchmen, through beatings and murder. Cochran and Torme, toolmakers and friends, can identify gangster Ray Danton as an associate of Rooney and thus convict the gang leader of perjury. Torme, more inclined to outspoken direct action than Cochran, is set afire and thrown out of a car on his front lawn. When Cochran is still not intimidated, he is taken to a vacant house, tortured and beaten and finally broken down only when his young son is kidnapped and brought to him.

Released and sent home with his eyes taped under threat that his son will be killed unless he changes his testimony, Cochran and his fellow union members, bent on cleaning up their union, in a suspenseful sequence retrace the blindfolded auto ride, find the gangsters hideout, beat them up and turn them over, complete with Rooney, to the police.

The atmosphere of unrelieved and bloody violence restrict the picture's appeal.

Running time, 91 minutes. Adult classification. August release.

JAMES D. IVERS

Lincoln 'Futura' Will Tour for MGM's 'Kiss'

The Lincoln "Futura" automobile, which plays a prominent part in MGM's Labor Day attraction, "It Started With a Kiss," will be put on display in 15 cities beginning August 6. MGM and the Lincoln Division of the Ford Motor Company worked out the nation-wide promotion, said to be the most extensive ever entered into by the automobile maker.

Cities to be visited are Memphis, Atlanta, Charlotte, Washington, Baltimore, Philadelphia, New York, Boston, Buffalo, Pittsburgh, Cleveland and Detroit. The "Futura" will stop over in each city for display in front of theatres and local Lincoln agencies.

'Look' Goes All Out in 'Angel' Ad Promotion

With *Look* carrying a four-color gate-fold advertisement for "The Blue Angel" in its September 1 issue, the magazine will mobilize its entire world-wide promotional force to herald the triple-page spectacular.

Included in the promotional campaign for the ad will be radio spots in every major film market in the U.S. during the first week of September; newspaper advertising the week before publication and continuing through September 6; and 2,500 flat posters for display on delivery trucks.

Launch Study Drive For 'Solomon & Sheba'

Hardy R. Finch, American author and educator, will serve as special educational consultant for "Solomon and Sheba," it was announced at the weekend by Fred Goldberg, United Artists national director of advertising, publicity and exploitation.

Finch is preparing special materials and campaigns for more than 10,000 grade schools, high schools and colleges throughout the United States as part of UA's drive to build important pre-release word-of-mouth interest with opinion-making groups.

The key element of the campaign involves study guides for all school levels in the fields of history, art, religion, literature and geography with emphasis on the social aspects of these and their influence on modern living. Production and scene stills from "Solomon and Sheba" are prominently featured in the program, which constitutes a semester's work.

Dranko Leaves UPA

HOLLYWOOD, Aug. 2. — Bob Dranko, production designer of "1001 Arabian Nights' UPA's first full-length animated feature for Columbia release, has resigned from the studio to join the John Sutherland organization as vice-president in charge of art direction. Dranko was with UPA since 1951.

PEOPLE

Karl E. Fasick, in charge of advertising-publicity for Loew's Boston theatres, the State and the Orpheum, will resign on Sept. 1 to enter the public relations field in the Hub City area. **Lou Brown** of Loew's Poli New England Theatres will succeed **Fasick** but will continue to supervise promotion for Loew's-Poli Theatres.

□

James Muir is now chief of the promotion division of the National Film Board of Canada, Ottawa, while **Tom Johnston** continues as head of the information division. **Johnston's** duties had combined both.

□

Mike Chappell, formerly a copywriter with Doyle Dane Bernbach, has joined the copy department of Norman, Craig & Kummel, Inc.

□

Victor Wellman, projectionist and former secretary of Local 160, IATSE, Cleveland, has retired and moved with his family to Ft. Lauderdale, Fla.

□

Joe R. Mills, radio-TV editor of the Columbus, Ohio, *State Journal*, has taken over the theatre desk of the paper during the vacation of **Clyde Moore.**

Cary Grant Guest at Conn. Lunch for 'North'

Special to THE DAILY

HARTFORD, Aug. 2. — Cary Grant will lunch with theatre managers and press from all Loews Poli-New England Theatres cities tomorrow at Les Shaw's Restaurant, New Haven.

Harry F. Shaw, division manager for Loew's Theatres, Inc., will be hosts to managers and press from Bridgeport, New Haven, Waterbury, Meriden and Hartford, Conn., and Springfield and Worcester, Mass., at the luncheon, in conjunction with M-G-M's "North by Northwest."

New Actors Directory

The first illustrated directory of actors to be published by a theatrical exchange is being distributed to nearly 900 casting directors for stage, screen and television in New York and Hollywood. The directory has been published by Talent Exchange, at 247 West 46th Street under the direction of Gordon Marra.

John Saxon to Tour

John Saxon, starred with Linda Cristal in "Cry Tough," will make a coast-to-coast tour in behalf of the United Artists release. He will arrive in New York on Aug. 7 and go to Detroit on Aug. 12, beginning a series of appearances in conjunction with regional engagements of the picture.

'Lady' Decision

(*Continued from page* 1)

against the New York State censor board.

"The decision," Levy observes, "deals a heavy blow to the four remaining state censorship agencies (in Kansas, Maryland, New York and Virginia) and to those municipal ones still in existence. They ought to cease their operations immediately. They should stop trying, through various and devious unconstitutional moves to impose their subjective tastes on the peoples of their states and cities.

Calls It 'Anachronism'

"The conclusion, while harsh, is inescapable that the remaining censorship agencies insist on operating either because of 'featherbedding' jobs involved, or because the personnel in the groups believes sincerely, although misguidedly, that people can and should be saved from evil by the tastes of that personnel. The censorship groups represent an anachronism in the American field of liberty.

"While the decision does not go far enough to give the industry the complete freedom from all prior restraint that is afforded to other media of communication," Levy continues, "it does represent a tremendous plus.

"It is hoped that courageous men everywhere will continue the good fight both in courts and in legislative halls. All segments of the industry should ward off censorship attacks to the end that the few remaining die-hards will fold up their tents and leave. It is time for the industry to refuse to be frightened and inhibited by threats. Ours is an important and adult industry.

Sees Present Laws Ample

"There are ample laws on the books of this country," Levy concludes, "to prosecute and to punish, if they be found guilty, those exhibitors, producers and distributors who exhibit, produce or distribute pornographic, obscene or immoral film. The public is well protected."

Calls 'Chatterley' Decision 'Damaging to the Country'

WASHINGTON, Aug. 2. — The Supreme Court damaged the country in ruling that the New York State ban on "Lady Chatterley's Lover" was unconstitutional," Sen. Olin Johnston (D., S.C.) has told the Senate.

Speaking on the Senate floor, Johnston declared, "To say the least, it has stepped far out of bounds and has done untold damage to our nation." Johnston was a co-sponsor of a resolution introduced earlier this month by Sen. Eastland (D., Miss.) which would amend the Constitution to strengthen the rights of states to impose censorship of motion pictures.

"I know of no civilization, organization, or religion in the world that upholds the theory of adultery," Johnston said, "except, perhaps, a majority of the Supreme Court."

Johnston put into the Congressional Record an editorial from the Fort Worth Star-Telegram, declaring that the Supreme Court did not "foresee the effect of the broad language of its judicial pronouncements."

The editorial declared, "There may have been good and sufficient grounds for restraining New York in this particular situation, but the court did an appallingly poor job of stating them."

$10,000,000 'Alamo' Starts September 10

John Wayne's new $10,000,000 Batjac production, "Alamo," starts shooting Sept. 10 on location in Bracketville, Texas. The historical spectacle, which co-stars Richard Widmark and Lawrence Harvey with Wayne, who will also direct, has a 70-day shooting schedule on location, to be followed by interior work in Hollywood. It will be photographed in color and on 70mm fillm. The picture will be released by United Artists late in 1960.

Maryland Law . .

(*Continued from page* 1)

which had asked for a ruling on whether the entire censorship law was unconstitutional because of the Supreme Court decision of June 29.

Only that section of the law which bans films portraying sexual immorality as desirable or acceptable is unconstitutional because the U.S. Supreme Court ruled against an identical New York law last month, Sybert said.

"The power to declare an act unconstitutional is a judicial one," Sybert explained in his written opinion. "We believe it would be contrary to the theory of our Government for us to take it upon ourselves as members of the executive branch of the State government to declare a statute or parts of a statute unconstitutional," he concluded.

The Supreme court ruled the New York law "strikes at the very heart of constitutionally protected liberty" by banning the showing of a movie because it advocates an unpopular idea. Because the Maryland law does the same thing in the same language, the Attorney General ruled today that it was constitutional in that one specific section only.

Ban Overtime

(*Continued from page* 1)

Union joined in the action by imposing an immediate ban on general overtime at Associated British Pictures Corp. Elstree Studio.

Producers are resisting the union claims for a one shilling an hour increase for all NATKE studio grades and six pence an hour for electricians. While maintaining the unions have failed to make out a case for the increases, the producers prepared to put the issue up to voluntary arbitration.

In the unions' view, the producers already have stalled for some time on resolving what they consider to be the unjust disparity in their wage rates and they therefore see no point in submitting the issue to arbitration.

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; Col, Columbia; MGM, Metro-Goldwyn-Mayer; Par, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope; te, Technirama; vv, VistaVision; rs, Regalscope.

► AUGUST

AA—THE BAT: Vincent Price, Agnes Moorehead
AA—FACE OF FIRE: Cameron Mitchell, James Whitmore
AIP—SIGN OF THE GLADIATOR, c, cs: Anita Ekberg, George Marchall
BV—THE BIG FISHERMAN, c, te 70: Howard Keel, Susan Kohner
COL—30-FOOT BRIDE OF CANDY ROCK: Lou Costello
COL—HAVE ROCKET, WILL TRAVEL: Three Stooges
MGM—THE SCAPEGOAT: Alec Guinness, Bette Davis
MGM—THE BIG OPERATOR: Mickey Rooney, Mamie Van Doren
PAR—THE FIVE PENNIES, c, vv: Danny Kaye, Barbara Bel Geddes
20-FOX—A PRIVATE'S AFFAIR, c, cs: Sal Mineo, Gary Crosby
20-FOX—RETURN OF THE FLY, rs: Vincent Price
20-FOX—THE ALLIGATOR PEOPLE, c, cs: Lon Chaney, Beverly Garland
20-FOX—BLUE DENIM, cs: Carol Lynley, Brandon de Wilde
UA—THE RABBIT TRAP: Ernest Borgnine, David Brian
UA—THE DEVIL'S DISCIPLE: Burt Lancaster, Kirk Douglas
UA—CRY TOUGH: John Saxon, Linda Cristal
WB—JOHN PAUL JONES, c, te: Robert Stack, Bette Davis

► SEPTEMBER

AA—WEB OF EVIDENCE: Van Johnson, Vera Miles
AA—CALLING NORTH POLE, c, cs: Curt Jurgens, Dawn Addams
AIP—THE GIRL ON DEATH ROW
AIP—THE JAILBREAKERS: Robert Hutton, Mary Castle
COL—THE TINGLER: Vincent Price, Judith Evelyn
COL—THEY CAME TO CORDURA, c, cs: Gary Cooper, Rita Hayworth
MGM—FOR THE FIRST TIME, c, cs: Mario Lanza, Zsa Zsa Gabor
MGM—TARZAN, THE APE MAN: Denny Miller
20-FOX—BLUE ANGEL, c, cs: Curt Jurgens, May Britt
20-FOX—THE MAN WHO UNDERSTOOD WOMEN, c, cs: Henry Fonda, Leslie Caron
20-FOX—THE OREGON TRAIL, c, cs: Fred MacMurray, Nina Shipman
UA—CAST A LONG SHADOW, c: Audie Murphy, Terry Moore
UA—TAKE A GIANT STEP: Johnny Nash
WB—LOOK BACK IN ANGER: Richard Burton, Claire Bloom
WB—YELLOWSTONE KELLY, c: Clint Walker, Ed Byrnes

► OCTOBER

BV—JUNGLE CAT, c: wildlife feature
COL—THE LAST ANGRY MAN: Paul Muni, David Wayne
COL—THE CRIMSON KIMONO: Victoria Shaw, Glenn Corbett
COL—THE FLYING FONTAINES: Michael Callan, Evy Norlund
MGM—GIRLS' TOWN: Mamie Van Doren, Paul Anka
MGM—LIBEL: Dirk Bogarde, Olivia De Haviland
PAR—BUT NOT FOR ME, vv: Clark Gable, Carroll Baker
20-FOX—THE BEST OF EVERYTHING, c, cs: Hope Lange, Joan Crawford
20-FOX—FIVE GATES TO HELL, cs: Dolores Michaels, Patricia Owens
UA—THE WONDERFUL COUNTRY, c: Robert Mitchum, Julie London
UA—TIMBUCTU: Victor Mature, Yvonne DeCarlo
UA—COUNTERPLOT: Forrest Tucker, Allison Hayes
UNI—PILLOW TALK, c, cs: Rock Hudson, Doris Day
WB—THE FBI STORY, c: James Stewart, Vera Miles

Howco to Handle 'Jet'

HOLLYWOOD, Aug. 2. — Inter-Continent Releasing Organiztion has signed with Howco Exchanges for the distribution of Benedict E. Bogeaus' "Jet Over the Atlantic" in the Altanta, Charlotte, Jacksonville, St. Louis, Kansas City, Memphis and Cincin areas, it has been announced by J Grainger, president of ICRO.

In addition, Howco Pictures Louisiana, Inc., will distribute action film in the exchange served out of New Orleans.

udience Board Seeks roader Male Reaction

From THE DAILY Bureau

LOS ANGELES, Aug. 2.—The Nahal Audience Board, comprised of ders and opinion makers identified h 58 civic and service organizans—mostly women—will seek to inde heavy male participation to re nearly reflect the reactions of full viewing audience for its prewing and reviewing of television grams.

The board has announced that a gram to attempt to secure opinion leaders of groups such as Kiwanis, tary, Lions and other strictly mascue rosters to provide additional staical data will be put into operation nediately. Heretofore, organizans like the General Federation of men's Clubs, the American Assotion of University Women, PTA ts and United Church Women, e held majority positions in the eening procedures.

Formed in 1954

With headquarters in New York, cutive offices in Los Angeles and er major offices in San Francisco l Chicago, the non-profit social wele organization was formed in 1954, orporated in New York and nched in Los Angeles, in order to p improve TV programming, and e has offered its services to netrks, sponsors and producers.

ntensive surveys of specified proms are made upon request, such veys conducted at cost, around 0 per city or a total of approxitely $800 nationally. In the past Board has sent out as many as 000 questionnaires, to give the chaser a thorough cross-section nion of the program.

arkim, Miano Upped y NTA Telestudios

Election of Alfred Markim to the t of vice - president in charge operations for NTA Telestudios is nounced by George K. Gould, presit of Telestudios.

At the same time, Gould disclosed t Fred Miano has been appointed nptroller for the organization.

Markim joined Telestudios in Sepber, 1957, as assistant director. He s later named executive assistant to uld and most recently was director operations.

Miano joined Telestudios six nths ago from National Telefilm sociates, Telestudios' parent comy.

hnstone to UA-TV

Alan B. Johnstone, for the past 10 rs sales executive for many of the ding radio and television stations of nation, most recently with KGO-, San Francisco, as an account extive, will join Untied Artists Teleon, Inc., today as account executive for the Western division. He will dquarter in San Francisco, reportto Jack Gregory, Western division nager.

Television Today

Equitable Life Signs For 'Heritage' Series

The Equitable Life Assurance Society of the United States will enter television for the first time this Fall with its sponsorship of "Our American Heritage," a series of six hour-long dramatic programs, on the NBC-TV Network. The series will commence Sunday, October 18, at 8 P.M., with a drama entitled "Divided We Stand."

Each program in the series will dramatize important periods in U.S. history, by focusing on the lives of great Americans. The first episode will feature Thomas Jefferson and Alexander Hamilton. Mildred Freed Alberg is executive producer of the series.

VIP to Start Filming Mystery Series Today

From THE DAILY Bureau

HOLLYWOOD, Aug. 2.—Video International Productions tomorrow will commence filming 260 five-minute mystery films based on the "Photo Crime" series starring the fictitious detective Hannibal Cobb, which appeared in *Look Magazine* for more than 20 years.

Sydney Yellen, executive vice-president in charge of sales and distribution, is currently setting up a national VIP sales organization with offices in key cities. James Craig will star as the detective in the series, physical production of which will be handled by Bob Stabler's Filmaster Productions.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

ARLENE FRANCIS will host the "Today" morning TV series for the two weeks that Dave Garroway completes his vacation, starting Monday. . . . Paul Taubman's LP Album, "Penthouse Serenade," (he owns the swelegant nitery, The Penthouse, overlooking Central Park, has already hit the 10 grand sales total in Gotham (out only three weeks.) . . . The sensational young Lennen Sisters, featured on the "Lawrence Welk Show" on the ABChannels, broke a ten-year box office record last week at Hamid's Steel Pier in Atlantic City and yesterday turned in a stellar warbling guestint on the "Jimmie Rogers Show" before returning to California. . . . A week's delay in the shooting sked of Dick Clark's forthcoming motion picture, "Hamilton High," caused an ABChange of telecasting plans for Dick's Saturday nite series. The program will now be seen from Television Center in Hollywood on Aug. 22, 29, and Sept. 5. . . . A new half-hour action-adventure series, "Man And the NBChallenge" will bow into the TV firmament Saturday at 8:30 P.M. starring George Nader as a "Government Scientist" with scripts by Ivan Tors whose credits include "Storm Over Tibet" and "Gog" flickers and the "Sea Hunt" and "Science Fiction Theatre" TVehicles. . . .

☆ ☆ ☆

Talented Zel deCyr has just turned in a unique "voice" job for a 60-second telefilm commershill. The talented 25-year-old actress did a 10-year-old boy, a 12-year-old girl, their 62-year-old grandmother and a parrot. (Artie Pine—how old is the parrot?) . . . A cameraman with Screen Gems for six years, Fred Jackman has been signed to direct segments of the new "Manhunt" series, co-starring Victor Jory and Patrick McVey. Jackman copped an "Emmy" nomination this year for his photography on the Alcoa-Goodyear Theatre's "Corporal Hardy." . . . Valentino, whose thrilling platter of "Where Can You Be?" prompted Howard Miller to call him "one of the finest new voices today," is a native of Newark, N.J. Disk Jockeys around the country have latched onto the waxing of the Leeds Music Corp. ditty. . . . Easily one of the brightest stars to come from Britain, Peter Ustinov will be interview WNTAttraction tonight (10:30 P.M.) on Mike Wallace's hard-hitting and provocative program. . . . Newest city to get the "Beat" treatment is New Orleans when "Bourbon Street Beat," a suspense-action whodunit series with a cast including Richard Long, Andy Duggan, Arlene (Miss U.S.A.) Howell and Van Williams, ABCommences Monday, Oct. 5 (8:30-9:30 P.M.) and sponsored by Libby-Owens-Ford Glass. A Warner Bros. TV series. . . . Lovely Helene Dixon, completely recovered from an auto mishap, readying a wax session with Hugo & Luigi at RCA-Victor. Helene was formerly heard as a regular warbler on Steve Allen's "Tonight" TV'er. . . .

NTA Acquires

(*Continued from page* 1)

"Seventh Heaven," "Grapes of Wrath," "Wilson," and "Blood and Sand."

Also: "A Tree Grows in Brooklyn," "Jesse James," "Roxie Hart," "The Bowery," "Mark of Zorro," and others.

With these pictures, NTA now has television distribution rights for over 800 feature picture; 2,000 cartoons and short subjects, and 1,000 half-hour episodes.

Use of TV Instruction Big Aid at Missile Base

Special to THE DAILY

HUNTSVILLE, Ala., Aug. 2.—As an aid to the U. S. Army in speeding up its training of a rapidly expanding missile force at the Redstone Arsenal here, a full-fledged closed-circuit television station, with 17 cameras, five mobile units, giant screen, Tele-PrompTer reading units and video tape equipment is rounding out its first year of operation at the Army Ordnance Guided Missile School, where 7,500 missile technicians will be trained this year.

Former NBC Men in Charge

The work is under the supervision of Maurice F. S. Penn and Clifford H. Paul, former executives of NBC.

A 27 per cent saving in training time in lecture and conference-type instruction, a five per cent boost in examination grades and a seven per cent rise in student retention of the complicated missile subject matter are indicated by surveys of the first year's use of the video techniques.

U.S. Households with TV Continue to Increase

From THE DAILY Bureau

WASHINGTON, Aug. 2. — The number of households with television sets continue to increase in the early part of this year, the Census Bureau reported over the week-end.

A May, 1959 survey showed that 86 per cent of the country's homes had television sets, Census said, compared with 83 per cent in January, 1958, and 80 per cent in April, 1957. In 1950, when the bureau made its first comprehensive survey of television set ownership, it reported only 12 per cent of U. S. households with receivers.

This year's survey showed 8 per cent of the nation's homes with two television sets, compared with 7 per cent in January, 1958, and 5 per cent shown in the April, 1957, survey. Only 1 per cent of the nation's households had three or more sets, according to the May census.

REVIEWS

Hell in Korea

DCA

HARTFORD, Aug. 2

Of prime import to the showman is the cast presence of Stephen Boyd, who's been seen in constant regularity in both British and American motion pictures. His name has assumed import on this side of the Atlantic; moreover, the basic story theme is one of appeal to audiences everywhere.

Based on the best-selling novel by Max Catto, British-made "Hell in Korea" was produced by Anthony Squire and directed by Julian Amyes, from a screenplay by Squire, Ian Dalrymple and Ronald Spencer. In brief, principal photography concerns a United Nations patrol composed of both draftees and seasoned military "regulars." George Baker, lieutenant recalled from civilian life, is in command, much to the grudging respect of "regular" sergeant Harry Andrews. Characters of the patrol components are sharply revealed in subsequent action. At the fadeout, there's discernible comradeship, attributable to battle action, existing between civilian soldiers and regular troops.

William Kerby was production manager.

Running time, 82 minutes. General classification. July release.

A.M.W.

The Miracle of the Hills

API—20th-Fox (CinemaScope)

HARTFORD, Aug. 2

Rex Reason, best-known, perhaps, as TV's "Man Without a Gun," and Nan Leslie, who's been acclaimed in TV circles as unofficial queen of Hollywood-based home-screen westerns, are teamed in this Associated Producers, Inc., vehicle, listing Richard E. Lyons as producer and Paul Landres as director, latter duo working from a Charles Hoffman original.

The time is the 1880s, the place a rural mining community, and the principal player is an Episcopal minister who arrives to take over an inactive parish. Not long after the minister's appearance, he finds himself the foster father of three orphans and unanimous champion of suppressed miners in their battle against dangerous working conditions imposed by autocratic Betty Lou Gerson.

Ambitious, certainly, but far from top-calibre entertainment, "The Miracle of the Hills" serves as adequate showcasing of newer talents, particularly from the television elements.

Running time, 72 minutes. General classification. July release.

A.M.W.

'Soldiers' Into 6th Week

United Artists' "The Horse Soldiers" grossed $21,283 for its fifth week at the Astor Theatre here. The Mirisch Company film began its sixth week at the Broadway house on Saturday.

Deny Merger

(*Continued from page* 1)

tres stock over the past several months. The Tisch holdings are equivalent to about 16 per cent of the 2,668,389 shares of the theatre company outstanding.

Top officials of both companies have stated the move was undertaken by Tisch as an investment. At least one Tisch director to represent the large holdings is certain to be elected to the theatre company's board of directors next month.

To Withdraw '80'

(*Continued from page* 1)

dent of the Michael Todd Co., announced yesterday.

The "phenomenal" summer drive-in business enjoyed by the picture this year assures a gross of over $100,000,000 since its release in late 1956, Doll reported. The history of "Around the World" continues to demonstrate box office strength 100 per cent greater than any other film in every city it plays, he said.

Scored Record in L. A.

In Los Angeles, the Michael Todd production recently saturated the outdoor theatres and broke all existing records, according to Doll, playing four weeks in situation where most pictures run only a week. In Minneapolis, the attraction played in four drive-ins to such "fantastic" business that the concessionaires ran out of food and drink every, night he reported.

Doll also announced that 9,000,000 copies of the souvenir book have been sold, and over sixty different recordings have been made of the title music. The picture has played in every country of the world with the exception of Russia and Mexico, and has been dubbed in French, German, Italian and Spanish.

SBA Loan

(*Continued from page* 1)

Bourbon Entertainment Co., Inc., of Paris, Kentucky, which listed a total of three employes. The loan was of the participation type, which means that a bank is lending part of the money and SBA is lending part. The loan was approved in June.

This was the first loan made to a drive-in theatre since SBA relaxed its rules last December 31 to make drive-ins eligible for loans. Since this policy change was made, only some dozen drive-ins have applied to SBA for a loan.

Harling Charge Recalled

Two weeks ago, Philip F. Harling, chairman of the Small Business Committee of the Theatre Owners of America, charged that some regional offices of the SBA were discouraging theatre owners from applying for SBA loans. He maintained that some regional SBA officials were not aware that the Administration had changed its policy to make four-wall and drive-in theatres eligible for loans and were therefore turning away theatre applicants.

LEADERSHIP

The capacity to lead develops naturally in certa people. It is so with some publications.

In a publication, leadership develops naturally fro *Editorial Enterprise* plus *Journalistic Responsibilit*

These twin qualities are inherent in the very orig and growth of MOTION PICTURE DAILY. Th are basic to the meaning of the phrase—*All t News That Is News*—in which the cornerstone MOTION PICTURE DAILY policy is proclaimed the masthead.

They require that MOTION PICTURE DAILY's e tire field of interests be constantly observed wi knowledge of the business necessary to appreci the significance to it of event and opinion . . . a that *reports of everything newsworthy be verifi* for fact, and for authentic interpretation of fa This process produces news—not rumors, not me reports, but news—all of it that *is* news!

This isn't doing it the easy way. This way tak nation-wide, even world-wide reportorial resource It requires editorial acumen, persistence, integrit

To pursue facts resourcefully, appraise them know edgeably, verify them responsibly—that is MOTIO PICTURE DAILY's way. It is imposed on personn as the source—and the price—of leadership.

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L. 86, NO. 24 NEW YORK, U.S.A., TUESDAY, AUGUST 4, 1959 TEN CENTS

fices Close

lany Attend ervices for alph M. Cohn

reen Gems President Was ctim of Heart Attack

neral services for Ralph M. Cohn, ident of Screen Gems and a vice- ident of Columbia Pictures Corp. were held at Riverside Memorial Chapel here yesterday afternoon. Cohn, who was 45 years old, died early last Saturday morning of a heart attack at his home in Pound Ridge, N. Y.

lph M. Cohn

The Columbia Pictures and Screen s offices closed yesterday after- out of respect to the deceased. ores of motion picture and tele-

(*Continued on page 6*)

sney 9-Month Profit tals $2,366,497

From THE DAILY Bureau

URBANK, Cali., Aug. 3. – Con- ated net profit of Walt Disney luctions and its domestic subsid- s (three wholly owned and Dis- and, Inc., which operates Disney- amusement park–65.52 per cent ed) for the nine months ended 4, was $2,366,497, it was re- ed today by president Roy O. ey. Profit is equal to $1.50 per e on the 1,581,011 common

(*Continued on page 2*)

EVISION TODAY—page 6

Maryland Allied Protests Forming of Rival TOA Unit There as 'Disservice'

Special to THE DAILY

BALTIMORE, Aug. 3.–A protest against the recent formation of a Theatre Owners of America unit in Maryland has been filed by Meyer Leventhal, president of Allied M.P.T.O. of Maryland, an Allied States affiliate, with George Kerasotes, TOA president.

In a letter addressed to Kerasotes and released to the trade press today, Leventhal calls the T.O.A. action a disservice to exhibitors, especially Maryland exhibitors, because it adds "a second voice and opinion to the

(*Continued on page 5*)

MGM to Film Abroad For Overseas Market

Agreements have been completed abroad by MGM for the production of a number of important pictures in England, Spain and Germany, primarily for the Continental film market, it was announced yesterday by Sol C. Siegel, MGM vice-president in

(*Continued on page 5*)

Columbia Cuts Rates for Independent Producers

From THE DAILY Bureau

HOLLYWOOD, Aug. 3. – In an unprecedented move, in view of the generally rising production costs, Samuel J. Briskin, vice-president in charge of Columbia Pictures' West Coast operations, announced today

(*Continued on page 5*)

Sloane Named UA Publicity Manager

Burt Sloane has been named United Artists publicity manager, it was announced yesterday by Roger H. Lewis, vice-president in charge of advertising, publicity and exploitation. Sloane had served as assistant publicity manager for the past year. He previously was trade press contact for UA.

Burt Sloane

The new appointment follows the elevation of Morton Nathanson to director of international advertising and publicity.

Born in New York City in 1916, Sloane was educated at Stevens Prep in New Jersey and Columbia College in New York. In 1950, he entered the

(*Continued on page 5*)

National Theatres 39-Week Income Reported Up Sharply to $1,702,632

From THE DAILY Bureau

LOS ANGELES, Aug. 3.–National Theatres, Inc., stockholders today received a report that its consolidated net income for the 39 weeks ended June 30, 1959, was $1,702,632, or 63 cents per share, as compared with $904,198 or 34 cents per share for same period in the prior fiscal year.

For the quarter ended June 30, 1959, the consolidated net income was $798,794 or 30 cents per share compared with $160,101, or six cents per share in the previous year.

In a joint statement to stockholders, B. Gerald Cantor, chairman of the board, and John B. Bertero, president, pointed out that on April 1, 1959 the company acquired 89 per cent of the common stock of National Telefilm Associates, Inc. and that operations of this new subsidiary are reflected in accounts for third quarter ended June 30, 1959.

Double-Barrel Victory

Texas Compo Wins Double Tax Relief

Big Savings Seen for All State Exhibitors

Special to THE DAILY

DALLAS, Aug. 3.–The forces of Texas Compo, headed by general counsel W. O. Read, have won further tax relief for theatre exhibitors of the state, despite an all-out effort by the Legislature to raise new money for an all-time high budget.

Beginning Sept. 1, only a one-cent tax will be levied on admissions with a starting base of $1.06. Formerly the state rate began with a six-cent tax on $1.01. This adjustment will account for a saving of more than $100,000 per year for the state's exhibitors,

(*Continued on page 5*)

See 'Greatest Year' For Will Rogers Drive

Distributor and exhibitor chairmen in all exchange areas are organized for the most ambitious fund program for the Will Rogers Hospital and Research Laboratories yet undertaken, according to Eugene Picker, chairman of the fund raising and finance committee. This year's effort marks

(*Continued on page 4*)

Para. Will Re-Release Three Films in Fall

Paramount announced yesterday it will re-release three of its biggest money-making pictures in the autumn. One is a Cecil B. DeMille biblical classic and the others both star William Holden and Grace Kelly.

DeMille's "Samson and Delilah" has been scheduled for re-release in September. "The Country Girl" and "The Bridges at Toko-ri" are slated to return to theatres in November.

PERSONAL MENTION

PHILIP GERARD, Universal Pictures Eastern publicity manager, will leave New York tomorrow for Paris.

•

CHARLES SMADJA, United Artists vice-president in charge of European production, has arrived in New York from Paris for conferences with home office officials.

•

HERMAN M. LEVY, general counsel of Theatre Owners of America, who returned to New York on Friday from Europe, has arrived at his home in Hampden, Conn.

•

AL FLOERSHEIMER, Theatre Owners of America director of public relations, is vacationing for the next several weeks.

•

ABBY MANN, Paramount script writer, left here yesterday for London via B.O.A.C.

•

MRS. HARRY P. SHAW, wife of the division manager, Loews Poli-New England Theatres, is recuperating at the Shaw apartment in New Haven, Conn., following surgery.

•

CHARLES JORDAN, branch manager for Howco Films in Atlanta, has left there for St. Louis.

•

WILLIAM TWIG, branch manager for Warner Brothers in Cleveland, has left there with his family for a vacation on the New Jersey coast.

•

ROBERT KLAEGER, president of Klaeger Film Productions, has returned to New York from Detroit.

•

BENNY HARRIS, head of the independent American Film Exchange in Philadelphia, has entered Hahnemann Hospital there for surgery.

•

BOSH STACK, public relations counsel for Cinema City, Inc., has returned to New York from Puerto Rico.

•

SALLY ANN HOWES, British actress, arrived in New York from London yesterday via B.O.A.C.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
AUDREY HEPBURN
In FRED ZINNEMANN'S Production of
"THE NUN'S STORY"
A WARNER BROS. PICTURE
in TECHNICOLOR®
and GALA NEW STAGE SPECTACLE "BONANZA"

Plan for 'Century City' Is Confirmed by Fox

From THE DAILY Bureau

HOLLYWOOD, Aug. 3. — Confirmation of the report that 20th Century-Fox plans to convert its 2,300 acre ranch, east of Malibu, into commercial sub-divisions for home and business sites was made by Edmund E. Herrscher, who had conceived plan for the development of Century City on the studio lot and will be the guiding factor in the new realty plan.

The new development will be known as "Green Valley," named after Fox's "How Green Was My Valley," for which acreage was bought at $217,000, before World War II to make the film. The land is now estimate at 10 times the original purchase price.

Four Reade Managers Receive Cash Prizes

Four veteran Walter Reade Theatre managers were awarded cash prizes in the "manager of the month" contest conducted by the Walter Reade Theatre organization for the months of March, April and May, it was announced by Walter Reade, Jr., circuit president. Sam Hofstetter, city manager in Asbury Park, N. J., became a three time winner by being awarded first place for the months of March and May, and also winning second place for the month of April, Hofstetter was cited for his outstanding advertising and exploitation campaigns on the various attractions which played the Mayfair Theatre.

Second prize for the month of March went to Ann De Ragon of the Strand Theatre in Plainfield, N. J., for her efforts in promoting children's shows at the theatre. First prize for the month of April went to Joseph Sommers, of the Majestic Theatre in Perth Amboy, N. J., for his promotions during the recent Hollywood Academy Awards presentation and for his all-around exploitation.

Second prize for the month of May was awarded to S. Merl Burdett, manager of the circuit's Lawrence Drive-In Theatre in Trenton.

Gallo Heads Firm of Publishers' Agents

Raymond Gallo, formerly of the staff of Quigley Publications, has formed Ray Gallo Associates, publishers' representatives with offices at 545 Fifth Ave. here.

The organization, which deals in domestic and foreign publication affairs, primarily from the advertising standpoint, also has an export office in the Grand Central Terminal Bldg. for foreign publications representation. The new organization operates through franchised representatives throughout the country on either a regional or national coverage basis.

Engel to Represent SPG On L. A. Museum Unit

From THE DAILY Bureau

HOLLYWOOD, Aug. 3. — Samuel Engel will represent the Screen Producers Guild on the Los Angeles County commission for the development of the Hollywood Motion Picture and Television Museum. Engle will head the creative committee.

The SPG has endorsed the activities and plan for the museum, it was announced by Walter Mirisch, SPG president.

UA Asks Registration Of 100,000 Common

From THE DAILY Bureau

WASHINGTON, Aug. 3. — United Artists Corp. today asked the Securities and Exchange Commission to register 100,000 shares of outstanding common stock. The company said the shares will be sold by the present holders—UA president Arthur Krim and board chairman Robert Benjamin —to a group of underwriters headed by F. Eberstadt.

The company said it now has outstanding 1,114,218 shares of common and 550,000 shares of Class B common. The latter group is owned jointly by Krim and Benjamin. They propose to sell 100,000 shares of this group to the underwriters, who will convert them into common stock and offer them for sale to the public.

'Denim' Off to Big Start at Victoria

20th Century-Fox's "Blue Denim" scored a big $24,000 gross for the first four days of its world premiere engagement at the Victoria Theatre here, surpassing any 20th attraction ever to play at the theatre. The announcement from the theatre management also reported that the business being done by the drama ranks with the house's all-time boxoffice champions.

'Hot' Big in Brooklyn

United Artists' "Some Like It Hot" has amassed a huge $74,387 gross for its first two weeks engagement at the Loew's Metropolitan in Brooklyn, it was announced by William J. Heineman, vice-president. He said the two weeks are the biggest registered by a film for a smilar period in the last decade of the theatre's history.

Fire Damages Theatre

EUGENE, Ore., Aug. 3.—The Mayflower Theatre here sustained damages amounting to $50,000 in a fire of undetermined origin at the weekend. Insurance will cover part of the costs.

Disney Prof

(*Continued from page 1*)

shares outstanding, after provision ... taxes of $2,681,000.

The corresponding period en... June 28, 1958, showed net prof... $2,900,094, equal to $1.89 per s... on the 1,537,054 common shares ... outstanding. Third quarter net ... 93 cents per share compared with ... cents per share for the third qu... last year.

Consolidated gross income ... $39,363,156, up $5,031,023 over ... nine months period last year. ... rentals account for $4,037,491 of ... increase. Nearly one-half of the ... rental increase was earned by "Sl... ing Beauty" and applied 100 per ... to amortizing the cost of the pict... Disney said. The film is expecte... recover its cost and show a s... profit on its initial release, he ad... Television income decreased $668 ... as a result of the daily "Mickey Mo... Club" show being a half-hour s... this year against one hour last y... Disneyland Park increased $1,460,... All other income, including publ... tion, character merchandising, ... theatrical film, music and reco... gained $181,014.

Disney Films to Cath...

SINGAPORE, July 30 (By ... Mail).—The Cathay Organisation ... has signed an agreement to play ... Walt Disney productions in its ... first-run theatres in Singapore, ... laya, Borneo, Sarawak and Bru... This marks the first time in ten y... that Disney releases have pla... Cathay houses.

Films now scheduled for e... bookings are "The Sleeping Beau... "The Shaggy Dog" and "Tonk... among others.

AB-PT Dividend 25c

The board of directors of Ameri... Broadcasting - Paramount Thea... yesterday declared a third quarter ... idend of 25c per share on the c... pany's common and preferred st... payable on Sept. 15 to stockholder... record Aug. 21.

CDI Acquires 'Tillie'

Continental Distributing, Inc. ... acquired the distribution rights ... the United States of "Tillie's Pu... tured Romance," Charlie Chapl... first full length picture.

THE PERFECT PARLAY
The ponies at Monmouth, the pleasures of The BERKELEY.
Mid-week or week-end, it's always a good time to come t...
THE Berkeley-Carteret Asbury P...
ONE HOUR FROM NEW YORK BY TURNPIKE & PARKW...
In New York City, call WOrth 2-4018

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fo... Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Ho... wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo... Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-31... Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallag... Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y... as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec... class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1...

"NORTH BY NORTHWEST" SWEEPS THE NATION!

HOTTER than "Cat On Hot Tin Roof" in Salt Lake City—

TOPPING "High Society" in Memphis—

40% AHEAD of "Don't Go Near Water" in Houston—

BEATING New Year's biz of "Some Came Running" in St Louis—

CLOSE TO RECORD-BREAKING "Cat On Hot Tin Roof" which played in a bigger house in Los Angeles—

SENSATIONAL in its 3rd week in Detroit—

SMASHING New Year's totals of "Running" in Des Moines—

ENJOYING same terrific biz in Milwaukee—

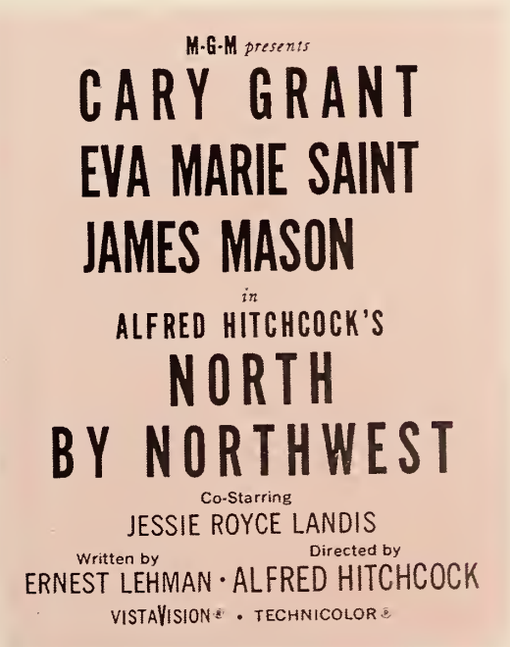
FABULOUS in its 4th week, as it was in its 3rd and 2nd weeks in Chicago where its 1st week broke all M-G-M records—

OUTGROSSING "Don't Go Near Water" in Minneapolis—

TOPPING the tops in Oklahoma City—

CLEANING UP even in small towns like Mankato, Minn. where it's getting sky-high "High Society" grosses—

THE SUMMER'S NUMBER ONE BLOCKBUSTER!



PEOPLE

R. C. "Bob" Hill, Columbia branch manager in Denver, was gest of honor at a luncheon given by 50 exhibitors and distributors there on the occasion of his retirement because of poor health. He is being succeeded by **Jules Needelman,** formerly a salesman in the Los Angeles branch for Columbia.

□

John Roach, manager of the Stanley-Warner Stanley Theatre, Philadelphia, center-city first-run house, has been promoted to district manager for the circuit. He will be succeeded at the Stanley by **Larry Graver,** manager of the Lane, first-run house in the Oak Lane area, while **Herman Comer,** manager of the Logan, key neighborhood theatre moves up to the Lane.

□

Jack Beresin, president of Berlo Vending Co., Philadelphia, and former chief barker for Variety Clubs International, has been named chairman of the entertainment industry division for the forthcoming United Fund campaign in the Quaker City.

□

Paul Lyday, managing director of the Denver Theatre, Denver, is being transferred by Fox Intermountain Theatres to Los Angeles, where he will work on special assignments in the office of Fox West Coast. **Harold Rice,** Denver district manager for Fox Intermountain, will take on added duties as manager of the Denver Theatre.

□

Chris Salmon, executive vice-president and treasurer of Odeon Theatres (Canada) Ltd., with offices in Toronto, has been named president of Rank Records of America.

□

Roger Garrett, formerly the organist at Loew's Ohio Theatre, Columbus, has been named general manager of station WBOY-TV, Clarksburg, West Va.

Four Executives Resign From Republic Units

From THE DAILY Bureau

HOLLYWOOD, Aug. 3. — Victor M. Carter, president and chairman of the board of directors of Republic Pictures Corp., today announced he has received and accepted resignations from the following members of the Republic organization: Douglas T. Yates, a director of Republic Pictures and general manager of Consolidated Film Laboratories in Ft. Lee, N.J., and New York; Walter L. Titus, salesman of Consolidated Laboratories in New York; Richard G. Yates, Eastern sales manager of Hollywood Television, Inc.; and Rudy Ralston, producer at Republic Studios in Hollywood.

Carter said he had announcement to make at the present time as to the replacements of these men.

Rogers Drive 'Greatest Year'

(*Continued from page* 1)

the tenth anniversary of stewardship by the present operational group, he pointed out, and it spotlights a "decade of positive action and advancement in healing and research, at Will Rogers, which is the outcome of the 'new approach' introduced when the group took over in 1949."

"It is particularly significant that in the past ten years, from a position of near-closing, the Will Rogers Hospital has been revitalized, and now has taken its place among the world's most respected of such hospitals," he said. In that period the hospital has expanded its service to the industry's own, and now treats patients, at no cost, for all chest diseases including lung cancer, tuberculosis and heart disease. Its research laboratories now are among the finest and most active in the field.

A. Montague, president of Will Rogers, has observed that, "This year's distributor and exhibitor chairmen are fully cognizant of the importance of the humane work they are doing for their industry's Will Rogers Hospital. They are confident, too, that this year's goal, necessitated by increased healing and research work of one million dollars can be reached, and they are dedicated to fulfilling the aim. Each one of these men can be justifiably proud of his part in this work. Certainly we are proud of them, and thankful too, for their accepting this responsibility so seriously and earnestly."

The national combined drive committee is headed again this year by S. H. Fabian and Ned E. Depinet. National distributor co-chairmen for the second year are Alex Harrison and James Velde. M. A. Silver is national exhibitor chairman, and has been for all these campaigns during the past ten years.

UA Records Appoints Costa A&R Director

Don Costa has been named director of artists and repertoire of United Artists Records, it was announced by Max E. Youngstein, president of UAR, and David V. Picker, executive vice-president of the record company. Costa will assume his new position at the conclusion of his present contractual commitments. In addition to his A & R functions, he will also perform for the UAR label as a recording artist.

Costa, who is a composer, conductor, and arranger as well as record executive, will direct all recording activities of United Artists and its subsidiary labels. He comes to U.A. from ABC-Paramount.

NT May Shut Down Theatre in Phila.

Special to THE DAILY

PHILADELPHIA, Aug. 3.—The de luxe Fox Theatre, center city house operated by National Theatres, has announced possible closing on Aug. 11 unless it is able to obtain a major adjustment in its rentals. The theatre management declared that in spite of many economy measures, the large house is unable to attract enough patronage to warrant the payment of a rental of $2,100 a week. The situation has also been aggravated by the bidding situation among the first-run theatres which has kept the Fox from offering major pictures for some time now.

'Tough' Eastern Bow In Phila. on Friday

United Artists' "Cry Tough" will have its Eastern premiere at the Viking Theatre in Philadelphia on Friday.

An all-media campaign blanketing radio, TV and newspaper outlets will promote the film's opening at the theatre.

'Tingler' World Bow Slated for Midnight

Special to THE DAILY

DETROIT, Aug. 3.—"The Tingler," a William Castle Production for Columbia release, will have its "world screamerie" here at the Broadway Capitol Theatre at 12:01 Wednesday morning. The midnight - plus - one showing and earlier festivities will be in keeping with the "spook-show" atmosphere of the film.

The "screamerie" will mark the debut of several of William Castle's new exploitation gimmicks. The Broadway Capitol Theatre has installed several hundred Percepto units, under the supervision of Milt Rice, technician-developer of Percepto. The units, which transmit a "tingling sensation" to people in the audience, took less than six hours to install in the theatre.

Castle has been here since July 27 for promotional activities on behalf of the film, acting as a "living trailer." He will also set the stage for the unusual first showing with a personal introduction.

Form New Production Company at Hartford

Special to THE DAILY

HARTFORD, Aug. 3.—Dan Maselli and Paul DeTuccio, formerly on the production staff at WHCT-TV (Channel 18), have formed Eastern Pictures Corporation, at 967 Farmington Ave., West Hartford, to produce theatrical motion pictures.

The initial project, untitled as yet, concerns the life story of ex-featherweight boxing champion Willie Pep of Hartford, the latter to serve as technical advisor, Maselli as producer and DeTuccio as director.

Local interests are raising upwards of $100,000 and the start of shooting, exteriors in Hartford, and interiors either in New York or California, is dependent upon completion of casting. Releasing outlet hasn't been set.

Score State Official On Sunday Film Issu

Special to THE DAILY

GREENVILLE, S. C., Aug. New developments in Gree County on the Sunday theatre ing controversy include:

Attorneys for a group of local operators took sharp exception t state attorney-general's statement Sunday movies are in violation o law except under certain cond and in certain cities and cou specifically mentioned in the sta

A spokesman for Sheriff J. R. tin, who is out of town, indicated for the fourth straight Sunday ties would not serve summonse operators who showed films on day. Summonses were served on 28 and July 5 but not on succe Sundays.

Arrangements were made for a to be selected for the trial o theatre operators whose cases pending before Magistrate J. T. ings. The time for the trial has been set, however.

Dowd Appointed UM National Sales Mana

Thomas J. Dowd had been pointed national sales manager o United Motion Picture Organiza it was announced yesterday by ard Davis, president. He succeeds Samuels, who resigned recently.

Dowd also is president of Cer Film Distributors, Inc., and Pru tial Service Corporation in Chic both film distributing companies. also operates the Capri Theatre Chicago's Loop district which he quired from Davis two years ago.

Dowd started in the industry 1939 with Stanley Warner and time out for the Navy during W War II, has been active in both hibition and distribution. At pre he lives in New York and comm to Chicago for weekends.

MGM's 'Big Operator 'For Adults' in Memp

Special to THE DAILY

MEMPHIS, Aug. 3. — The M film, "The Big Operator," which completely banned from Memphis the Board of Censors last week, approved by the same board today showing to adults only.

Louis C. Ingram, MGM bra manager, said several scenes were from the film and censors revie it again.

Set ITO of Ohio Annu Convention, Oct. 26-

Special to THE DAILY

COLUMBUS, O., Aug. 3.—The nual convention of ITO of Ohio both indoor and drive-in theatre erators will be held at the Des Hilton Hotel here, Oct. 26-28, it announced. Non-members of the O organization as well as regular m bers will be welcome, it was emp sized.

llied of Md.

(*Continued from page* 1)

unified voice and opinion of land exhibitors."

OA is asked to review the situ- with a view to eliminating "this cessary additional organization." t seems to us," Leventhal wrote sotes, "that if TOA has a story ell, it should be told to every land exhibitor in Maryland, not hotel room out of state. Our or- zation would have been happy pply a forum to TOA for such a ntation.

While the Maryland Theatre Own- re affiliated with National Allied is no reason to believe that position is not subject to re-eva- on at all times," Leventhal wrote. tainly our membership would erly demand that the Maryland affiliate nationally with that or- zation which demonstrates that n most effectively help our mem- hip."

e added that Maryland Allied thinks "it is a disservice to the unit (a TOA affiliate) with whom work very closely on matters of al interest, to divide its member- f between two units."

sked for comment yesterday on Maryland Allied letter, TOA head- ters said it had not yet had an rtunity to contact Kerasotes on matter but that if he had com- t after doing so, it would be re- d to the press promptly.

azilian President See Cinerama Bow

uselino Kubitschek, president of il, will airlift himself 250 miles Rio de Janeiro, the capital, to Paulo for the premiere of Cine- a in the Comodoro Theatre Aug. it was announced here yesterday . H. Fabian, president of Stanley ner Corp.

ost for the occasion will be Gov- r Carvalho Pinto of the State of Paulo, most important state in the ublic. The premiere will be for the efit of the Cancer Hospital, headed Donna Carmen Prudente.

he Brazilian president has never re attended a motion picture per- nance outside of the Presidential ce screening room since his in- uration. His visit was arranged ugh the initiative of Harry Stone, ion Picture Association represent- e in Brazil, Donna Prudente and ry Goldberg, advertising and pub- y manager of Stanley Warner, who in Brazil to supervise the cam- n to open Cinerama. The opening ure will be "This Is Cinerama."

Cathay Company Plans Public Stock Offer

Special to THE DAILY

SINGAPORE, July 30 (By Air Mail). —The Cathay Organisation, actively operating a chain of 60 first-run theatres and supplying pictures to over 200 independent cinemas, is to be turned into a public company next year. The new company is expected to be named the Cathay Organisation, Ltd., and will be capitalized at over $10,000,000.

Loke Wan Tho, head of the Cathay Organisation, said that the first step to be taken will be the amalgamation of five companies now within the Organisation. These five companies are: International Theatres Ltd., holder of exhibition rights; Cathay Theatres Ltd., holder of land rights; Loke Theatres Ltd.; Associated Theatres Ltd., and Cathay Organisation Agencies.

Shares will be issued in suitable denominations and will be offered to the general public. A substantial block of shares, however, will be reserved for prospective Malay shareholders. "It is not fair for us to keep the film industry exclusively for one race—the Chinese," Loke explained. "For the sake of interracial harmony, we have to encourage other races to share our enterprise and profits."

The Cathay Organisation has theatres in Singapore, Malaya, Sarawak, Borneo, Brunei and Bangkok. The Cathay-Keris film studios in Singapore and the MP&GI studios in Hong Kong are also part of the Organisation.

Add Cinerama Shows

PHILADELPHIA, Aug. 3.—Extra matinee performances have been scheduled at the Boyd Theatre for the remainder of the summer for the current run of "Cinerama South Seas Adventure," now in its 24th week. Matinees on Tuesdays, Wednesdays and Thursdays have been added to attract housewives, together with their children, as well as for the convenience of out-of-town visitors. Matinees were previously scheduled for Saturdays and Sundays and will be continued for weekends in addition to the nightly performances.

Sloane Named

(*Continued from page* 1)

film industry as a press book writer for Paramount Pictures. He moved to UA as trade press contact in 1953 and held that post until his appointment as assistant publicity manager in 1958.

MGM Abroad

(*Continued from page* 1)

charge of production, upon his return from a three-week business trip to Europe.

Following meetings in London, Paris and Berlin with independent foreign producers and directors, decisions were reached to start a minimum of four pictures at the MGM London Studios during the next six months. Additional productions planned include three in Germany and two in Spain. All will be filmed abroad with top international producers and directors and personalities for release by MGM in the countries of their origin and possibly worldwide.

Met with Vogel in Paris

Joseph R. Vogel, president of Loew's, Inc., met in Paris with Siegel, Maurice Silverstein, Loew's International vice-president, and David Lewis, regional director for Europe, in completing plans for the program.

"The Day the Bank of England Was Robbed," to be produced by Jules Buck, was set as the first of the four British projects to start at the London Studios.

Siegel made a thorough survey of European production in talks with Independent European producers in London, Paris, Berlin and Frankfurt. Spanish and Italian Industry leaders attended the discussion in Paris.

Columbia Cuts Rates

(*Continued from page* 1)

that the 25 per cent overhead rate presently charged to independent producers affiliated with the studio has been reduced to 22½ per cent.

The two-and-half per cent saving is retroactive to July 1, 1959 and will include pictures now in production which started prior to the July 1 date, Briskin disclosed at a meeting attended by the independent producers as well as studio executive staff.

Applies to Filming Abroad

In addition, the studio chief revealed that producers' contracts would be amended accordingly and that the new rate is based on present overhead costs and the production schedule for the current fiscal year. He also pointed out that other charges heretofore not absorbed by Columbia would be taken over by the studio. This would apply not only to films produced in Hollywood but also abroad, as in the case of the current William Goetz production "The Franz Liszt Story."

'Fun Alert' Program Plugs Detroit Films

Special to THE DAILY

DETROIT, Aug. 3. — The motion picture industry is the principal beneficiary of a new program conceived by Harold L. Neal, executive vice-president of American Broadcasting-Paramount Theatre's station WXYZ.

The program, "Fun Alert," consists of capsule comment run 13 times daily. Beamed to show "why it is great to live in Detroit," Detroit's radio show world reporter Dick Osgood tells people to get out of the house and have fun. Subjects covered are first and subsequent movie runs, circuses, the zoo, special events such as the visit of the U. S. Navy, special exhibits, band concerts, sporting events, museum displays in fact anything which is cultural or recreational.

No charge is made for this public service feature with between 60 and 75 per cent of the time devoted to motion pictures.

Texas Compo

(*Continued from page* 1)

Kyle Rorex, executive director of Texas Compo, has estimated.

Rorex reported further that efforts put forth by Texas Compo had also gained exemption from the occupation tax which ranged annually from $10 per theatre in the smallest town to $150 per theatre in the cities. Total savings for Texas theatre owners will be around $37,000 yearly.

The "double-barrel tax relief," Rorex said, came after two years work in preparing the industry hardship case. "The theatres in Texas," he continued, "would probably have had additional admission taxes imposed had it not been for the outstanding work of our general counsel and the Texas Compo tax committee. Instead, our theatres were able to secure the only tax reduction given up and at a most critical time when many other luxury items were feeling the pinch of new tax levies, all of which borders on the miraculous."

'Capone' Dates Here

Allied Artists' "Al Capone" will open in a mass booking in 75 neighborhood theatres tomorrow in the New York metropolitan area. The film will be seen in theatres of the RKO, Century, Skouras, Island, J & J Brand, Fabian, Interboro, Prudential and Randforce circuits as well as in some Loew's houses and independents.

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Television Today

9 Acct. Executives Named by UA-TV

Nine additional account executives join United Artists Television, Inc., it was announced yesterday by Bruce Eells, executive vice-president of UA-TV, at the opening of a week of sales management meetings here.

The new account executives, who were greeted at the meeting by Herbert L. Golden, United Artists vice-president in charge of operations, and president of UT-TV, include John J. Howley and Frank E. Lebeau, both reporting to James F. Delaney, southwest Division manager; Ted Swift and Casper Chouinard, both reporting to John R. Allen, Central Division manager; Charles A. Dunbar, reporting to Jack Gregory, Western Division manager; and John W. Weidmer, reporting to headquarters in New York.

The remaining three account executives already announced as joining UA-TV yesterday are George R. Swearingen, Jr., and Art Moger, both reporting to Phil Williams, Eastern Division manager; and Alan B. Johnstone, who reports to Jack Gregory.

Division Heads Attend

Participating in the meetings this week, which are under the direction of Eells and Kurt Blumberg, Eells' administrative assistant and also manager of syndication operations are division managers Williams, Allen, Gregory and Delaney. Also present are: William R. Dothard, regional sales manager of the Eastern Division; Howard Christensen, regional sales manager of the Central Division; Myron A. Elges, regional sales manager of the Western Division; Robert Dalchau, regional sales manager of the Southwest Division; and John J. Mulvihill, general sales executive specializing in New York network and national advertiser presentations.

A major announcement relating to the appointment of a Syndication Sales Manager will be made at today's opening session.

Du Mont Lab Reports Loss for 12 Weeks

Allen B. Du Mont Laboratories, Inc. reported yesterday it sustained a loss of $29,826 on sales of $4,786,272 for the second twelve weeks of this year to June 21. For the first 24 weeks of 1959 the loss was $117,672 on sales of $9,243,436.

For the first six months of 1958 the company reported sales of $18,493,000 and a loss of $5,124,000. This deficit included a reserve of $2,900,000 for the estimated loss from the disposal of its consumer television set business.

D. T. Schultz, president of the company, stated that all three divisions of the Company—military electronics, tubes, and industrial electronic equipment—are participating in the improved operations, which are expected to be profitable over the balance of the year.

Landau Urges FCC Open Option Time To Non-Network Program Sources

From THE DAILY Bureau

WASHINGTON, D.C., Aug. 3.—A proposal under which television stations would be permitted to option time to program sources other than the three existing networks was made today to the Federal Communications Commission by Ely A. Landau, chairman of the board of National Telefilm Associates.

Specifically, NTA proposed to the Commission that Option time be continued at the present level of three hours per broadcast day segment: that no station be permitted to option more than two-and-one-half hours of each segment to any one program source; and that no station be permitted to option time to any one program source in such an amount so that the total of time optioned to that same source in the same market would exceed two-and-one-half hours.

Commenting on the proposal, Landau said, "I want to stress that under conditions existing in the broadcast economy today option time is necessary and we so state in our brief to the Commission. But it is common knowledge that program sources other than the networks themselves do not, in actual practice, have access to prime time. The Commission is now on record as endeavoring to rectify that condition.

"We do not believe that the proposed rule can achieve that purpose without implementation. It is our hope and belief that by embracing the practical modifications we have proposed the Commission will usher in a new era of unprecedented and healthy competition for the entire television industry."

The FCC originally announced its intention of revising existing option time regulations on April 23, 1959. Under the Commission's proposed rule, option time would be reduced from three to two and a half hours in each of the broadcast day segments. No provision was made, however, which would include option time to program sources other than the existing three networks.

WB Using 70 Writers On 8 Fall TV Series

From THE DAILY Bureau

HOLLYWOOD, Aug. 3. — Seventy writers, the largest number ever employed at one time by the studio for its television division, are currently preparing 150 teleplays required to complete Warner Bros.' slate of TV film production for the coming season.

With a like number of scripts already completed, Warner Bros. has reached the half-way mark in the purchase of story material for the eight hours of programming it will supply every week throughout the approaching television year. The increase in writers employed is due to the fact that Warner Bros.' TV production output, operating under the personal supervision of Jack L. Warner, has nearly doubled over the past year.

Under the aegis of television executive producer William T. Orr, Warners has added four new hour-long series for the Fall. They are "The Alaskans," "Bourbon Street Beat," "Bronco" and "Hawaiian Eye." Returning 60-minute series are "77 Sunset Strip," "Maverick," "Cheyenne" and "Sugarfoot."

Radio Outrating TV In Summer Audience

Special to THE DAILY

RIDLEY PARK, Pa., Aug. 3.—For the first time in two years, more Americans are listening to the radio each day than are watching television programs, according to a media activity report released by Sindlinger & Company here.

A three-week trend began during the week ending July 9, when radio listening amounted to 79,400,000 Americans (12 years or older), whereas 78,600,000 persons viewed television daily during the same period, the report indicates. Of the persons interviewed by the Sindlinger organization, 62.4 per cent had listened to radio the day before questioned, whereas 61.8 per cent watched TV.

Continuing this trend during the week ending July 16, daily radio listening was attributed to 79,100,000 persons (62.2 per cent of those interviewed), and TV daily viewing to 77,900,000 (61.3 per cent). During the week ending July 23, radio accounted for 79,300,000 listeners (62.3 per cent), whereas television accounted for 77,100,000 viewers (60.6 per cent).

Albert E. Sindlinger, president of the firm, stated that radio listenership usually increases during the summer, with the high point coming in the last two weeks in August. Last summer, radio listenership was up over the previous year, he said, but was not able to outdraw TV.

Rites for Coh

(*Continued from page* 1)

vision executives attended the ser yesterday at which Rabbi Lou Newman of Temple Rodolph S presided. Judge Ferdinand Pecor delivered the eulogy.

Pallbearers were Louis J. Bar Dr. Maximillian Goldstein, B Hanft, Jerome Hyams, Rube Jac Leo Jaffe, Paul N. Lazarus, Jr., Mitchell, A. Montague, Judge Pe Harold Regenstein, Dr. Samue Scadron, A. Schneider, Ch Schwartz, Dr. Melvin Stone, D Stralem.

Interment was at Mt. Carmel C tery in Queens.

Son of Co-Founder

The deceased was the son of late Jack Cohn, and nephew of late Harry Cohn, co-founders of lumbia Pictures, both of whom died within the past two years lowing heart attacks.

Ralph Cohn is survived by his the former Doris Huffam; his mo Jeanette Cohn; a daughter, Jan, a brother, Robert, a film producer executive who has been coordi of Columbia's European produc activities.

Ralph Cohn was educated at nell University. Soon after finis college he became executive prod for the Darmour Studios, later a ducer for Columbia Pictures and formed Triangle Prods. and C Prod. in association with Mary ford and Buddy Rogers, relea through United Artists. During W War II he served with the A Signal Corps and was assigned t production of training films.

Formed Telefilms in 1948

In 1948 he formed Telefilms, for video production, and later same year organized Pioneer films Inc. for TV production, bec ing one of the first film producer enter the new field. For the first years the company produced fil commercials for TV. In 1949 it came a part of Columbia Pict and was renamed Screen Gems, Cohn as general manager. It n Columbia the first major film comp with a TV film operation.

Screen Gems has expanded worldwide proportions during past half-dozen years. Cohn elected its president in March, 1 and at the same time was name vice-president of the parent comp

'Rocket,' 'Dooley' Bi

Columbia's "Have Rocket, Travel" and "The Legend of Dooley" grossed an outstan $7,100 for the three-day weeken the Columbia-Loew's Theatre Washington, D.C. The double has been held over for a second w the company said yesterday.

"Have Rocket, Will Travel" rolled up $8,300 for six days in ton at the Pilgrim Theatre, w it is paired with Columbia's "I Boy! Hey Girl!" The bill will moved over to the Mayflower.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 86, NO. 25 NEW YORK, U.S.A., WEDNESDAY, AUGUST 5, 1959 TEN CENTS

r 20th-Fox

0 Features n Zanuck's 59-'60 Slate

Be Made Here, Abroad Story Locales Require

Darryl F. Zanuck Productions, Inc., l undertake a program of 10 Cine-Scope productions during 1959-60 r release ough 20th ntury - Fox, producer ounced yes-day. he proper-, he said, l be filmed 20th Cen-ry - Fox's llywood stu-os and oad, de-ding upon le requirements.

Darryl Zanuck

Ready for immediate production is Crack in the Mirror," which Rich-

(*Continued on page* 4)

TA Pictures Set to andle 'Windjammer'

NTA Pictures, the theatrical distri-ion arm of National Telefilm Asso-tes, has taken over distribution of tional Theatres' Cinemiracle fea-e, "Windjammer," in the U. S. and nada, it was announced by Harold ldman and Leonard S. Cruenberg,

(*Continued on page* 5)

nelton Named Sales ead of NTA Pictures

William Shelton has been named neral sales manager of NTA Pic-es, it was announced by Leonard Gruenberg, general manager. NTA tures is the theatrical distribution n of National Telefilm Associates, .

A veteran in all phases of the mo-n picture industry, Shelton was for-

(*Continued on page* 5)

LEVISION TODAY—page 6

UA Plans First Intercontinental Promotion Meetings Here Next Week

United Artists will hold "the first intercontinental promotion conferences in motion picture industry history," it was announced yesterday by Arnold M. Picker, vice-president in charge of foreign distribution, and William J. Heineman, vice-president. The meetings will be held here from Aug. 10 through Aug. 14.

The conferences will bring together top-echelon United Artists officials from both sides of the Atlantic to set up comprehensive global promotion and sales patterns. The opening sessions next Monday will be chaired by Roger H. Lewis, UA vice-president in charge of advertising, publicity and exploitation.

Lewis declared that for the first

(*Continued on page* 5)

Hospital Drive Tests Are Ahead of Last Year

Public response to territorial tests for the 1959-60 Will Rogers Hospital Combined Drive held in July in several areas was better than anticipated with collections well ahead of last year, it was reported here yesterday. Most theatres have scheduled the collections for this month, and others are pledged to continue their efforts through September.

The July tests were held primarily in Pittsburgh and New Haven by Stanley Warner and in Cleveland by Loew's Theatres. Among the pictures shown in the period were "A Hole in the Head," "Anatomy of a Murder," "The Five Pennies," "Last Train from Gun Hill," and "The Nun's Story." Collections ran for the full runs of the

(*Continued on page* 4)

'Pillow Talk' to Make World Bow in Cleveland

Universal - International's "Pillow Talk," the new Arwin Productions romantic comedy starring Rock Hudson and Doris Day, will have its world premiere at the Hippodrome Theatre in Cleveland on Oct. 8 followed by openings on Oct. 9 at the Michigan Theatre in Detroit and the United Artists Theatre in Chicago, it was announced by Henry H. Martin, general sales manager.

Velde Begins Series of Exchange Sales Meets

James R. Velde, United Artists vice-president in charge of domestic sales, will hold a series of sales meetings in six major exchange areas beginning today in Washington, D. C. He will meet with company sales representatives and exhibitor leaders in a coast-

(*Continued on page* 5)

Coleman Appointed UA Asst. Publicity Manager

Val Coleman has been named assistant publicity manager, of United Artists, it was announced yesterday by Roger H. Lewis, vice-president in charge of advertising, publicity and exploitation.

Coleman moves into the position

(*Continued on page* 5)

MPAA, ACE Set Committees to Study More Films, Small Theatre Aid, Ads

Committees of the Motion Picture Association of America and the American Congress of Exhibitors that will work in the special areas discussed at last week's joint meeting of the two organizations here were named yesterday by Eric Johnston, MPA president, and S. H. Fabian, ACE chairman.

On the committee to study possibilities of increased production and product supply are the following: Fabian and Sol A. Schwartz, co-chairmen; Sidney Markley and William Forman, for ACE; Barney Balaban and A. Schneider, co-chairmen, for MPA.

On the committee to examine into possible aid to small theatres: Horace Adams and George Kerasotes, co-chairmen; Irving Dollinger, Max A. Cohen and Albert Pickus, for ACE; Arthur Krim, Robert Benjamin and A. Montague, co-chairmen, for MPA.

On the committee to examine all phases of industry advertising; Cohen and Emanuel Frisch, co-chairmen;

(*Continued on page* 2)

Back from Europe

Vogel Reports MGM Recovery Strong Abroad

Sees Pace Here Matched; Lauds 'Hur' London Plans

MCM's recovery and advancement overseas is as marked and gratifying as it has been in this country, Joseph R. Vogel president of Loew's, Inc., said yesterday in commenting on his recent European trip from which he returned last weekend.

Joseph R. Vogel

Vogel expressed special enthusiasm over plans for the London premiere of "Ben-Hur" later this year, and remarked on the continuing success of "Cigi" and the strong promise being shown by the company's current release, "North By Northwest."

"Although the London engagement

(*Continued on page* 4)

No Shortage of 70mm Equipment: Sweeney

By WARREN G. HARRIS

There is no shortage of 70mm equipment, despite the belief of some in the trade to the contrary, Martin Sweeney, executive vice-president of the Todd-AO Corp., told a press conference here yesterday.

Sweeney said that many exhibitors think that 70mm equipment is either not available at all or will be avail-

(*Continued on page* 4)

Success of 'Scapegoat' Changes Booking Plans

Following a big first week at the Saxon Theatre in Boston, M-C-M's "The Scapegoat," grossed a fine $5,-700 in the first three days of its second week, topping the grosses for

(*Continued on page* 4)

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, will leave New York today for a one-month business trip to Europe.

•

NED E. CLARKE, Buena Vista foreign sales manager, has returned to New York following a trip to England, France and Germany.

•

CHARLES B. MOSS, president of B. S. Moss Theatres, has arrived on the Coast from New York.

•

RICHARD KAHN, Columbia Pictures exploitation manager, will return to New York today from Detroit.

•

JOSEPH PINCUS, 20th Century-Fox casting director, will leave here aboard the "Liberte" today for Europe.

•

CARL H. CLAUSEN, comptroller of Paramount's advertising-publicity department, is recuperating at Forest Hills General Hospital following treatment there.

•

JAMIE JAMIESON, recently-appointed supervisor in Latin America for the Rank Organization, will arrive in New York on Saturday from Havana, and will leave here shortly thereafter for the Coast.

•

JESSE KAYO, West Coast head of M-G-M Records, has left Hollywood for Nassau, B.W.I., for a company sales meeting.

•

GLEN WITTSTRUCK, owner of the Buckskin Drive-in Theatre, Ignacio, Colo., is convalescing at his home there following surgery.

•

FRANK BORZAGE, director of Buena Vista's "The Big Fisherman," has arrived in New York from Hollywood.

Att: ALL THEATRES
...it's SCREEN TIME!
NATIONAL SCREEN'S BIG NEW PROMOTIONAL BUSINESS BUILDER
Your copy available at your NATIONAL SCREEN EXCHANGE

Frisco Mayor Frowns On Fox Theatre Buy

Special to THE DAILY

SAN FRANCISCO, Aug. 4.—Mayor George Christopher of this city said today there appears small chance of the city snapping up the offer from National Theatres to buy the Fox Theatre here for $1,150,000. He posed these two objections:

¶ That much money currently is not in the city coffers.

¶ What to do with the almost 5,000-seat ornate showplace, for 30 years the pride of local movie-goers?

National Theatres president John B. Bertero had suggested the big theatre would make an ideal convention site for the already heavily-booked Civic Auditorium, which is direly in need of rejuvenation.

Mayor Christopher, however, has not slammed the door on the possibility of the city buying the Fox. He has instructed all department heads involved in such a transaction to survey the situation in time to meet Bertero's two-week time limit for acceptance before National Theatres starts plans for reconverting the venerable theatre for other commercial use, possibly a ten story hotel.

The Fox was built in 1929 at a cost $5,000,000.

Three Trailers Readied For 'Sign of Gladiator'

From THE DAILY Bureau

HOLLYWOOD, Aug. 4. — Three trailers, which can be integrated into a single week-before-opening promotion, are being completed this week for theatres which will play American International's "Sign of the Gladiator." The first trailer is a one-minute teaser to run for two weeks a month before the playdate. The second, of two minutes, will be added to the first for three minute plugs two weeks in advance. The week before opening the exhibitor can add the third longer trailer of three minutes for a total of six minutes.

All theatre trailers, as well as radio and television spots, will be narrated by Andre Baruch.

Stanton Griffis, of Para. Board, Injured in Italy

Stanton Griffis, 72, member of the board and chairman of the executive committee of Paramount Pictures, suffered broken ribs in a fall last Sunday while vacationing in Venice. Complications reportedly set in with the result that Dr. William T. Foley, Griffis' New York physician, left for Italy last night after talking with the injured man by trans-Atlantic telephone. Griffis will be flown home if his condition permits.

A partner in the investment banking firm of Hemphill, Noyes & Co., Griffis has been on the Paramount board for about 25 years.

'Big Fisherman' Has World Bow at Rivoli

Ambassadors from 30 United Nations countries, national and state political officials and stars of the entertainment world attended the invitational world premiere of Rowland V. Lee's production of "The Big Fisherman," last night at the Rivoli Theatre here. The film begins a reserved seat, 10 weekly performances engagement at the theatre today.

Howard Keel and Martha Hyer, starred in the Buena Vista release with Susan Kohner, John Saxon and Herbert Lom, producer Lee and director Frank Borzage headed a celebrity contingent at the premiere which included Joanne Woodward, Oscar Hammerstein II, Polly Bergen, Errol Flynn, Red Buttons, Tina Louise, Jack Parr, Roddy McDowall, Hal March, Benny Goodman, Shari Lewis, Jackie Robinson, Gretchen Wyler, Maggie McNellis, George DeWitt, Laya Raki, Greta Thyssen, Walter Matthau, William Gaxton and Ron Randall.

Kreisler to Europe on Co-Production Deals

B. Bernard Kreisler, president of International Film Associates, will leave here Aug. 14 for Europe on the "United States" to conclude arrangements for a co-production deal in France and Spain.

The deal involves production for both theatres and television of a "Highlights" series of the two countries. Subjects will be 13 minutes each. The first, "Goya's Masterpiece," has been completed in Madrid by Alberto Reig, head of No-Do, the government agency dealing with short subjects and special films. Second in the series will be "Mon Paris," to be made by Robert Orain, who was head of Armor Films and of the French government agency dealing with short subjects.

Because of his projected travel schedule, Kreisler was obliged to decline an invitation from A. Davydov, head of Sovexport Film, to attend the Moscow Film Festival.

Short to Introduce New Fox Comedy Team

From THE DAILY Bureau

HOLLYWOOD, Aug. 4.—A seven-minute original comedy short, starring Tommy Noonan and Pete Marshall, will be filmed and distributed to exhibitors to promote the new comedy team, whose first feature, "The Last Rookie," is now shooting under George O'Hanlon's direction at 20th Century-Fox studios.

The featurette is being supplied without cost to bookers to pave the way for "Rookie," which goes into release in November.

MPAA, AC

(*Continued from page* 1)

Harry Mandel, Harry Goldber Ernest Emerling, for ACE; Jose Vogel and John J. O'Connor, for

MPA co-chairmen may call others to work with them as co tee members or advisers, as the fit.

A fourth committee on indust search already is in existence, prising Compo and ACE comm That group is scheduled to me day. Meeting dates for the other committees were not announce they are expected to be prepa report back to the main MPA group at its next meeting Aug.

'Angel' Team to M 4th Presentation To

Twentieth Century-Fox's "Blu gel" merchandising team will its fourth presentation this m to more than 75 executives senting leading circuits in the ropolitan New York area. The m is being convened at 20th's York exchange by branch ma Abe Dickstein.

The merchandising team, whic previously made presentations o national buildup for "The Blu gel" to executives of RKO, A and Loew's, will detail to the heads the activities surroundin international launching of the Cummings production and of its May Britt.

The team, headed by 20th e tation director Rodney Bush an vertising director Abe Goodman reveal the special advertising 20th is buying in *Life* and *Loo* what the magazines are doing to plement the film company's exte promotional output on the film.

Refurbish Ohio The

CLEVELAND, Aug. 4. — Cedar-Lee Theatre, neighbo house belonging to the Comm circuit, is getting new carpets, d seat coverings, and is having the redecorated.

UA Dividend 40c

The board of directors of U Artists yesterday declared a re quarterly dividend of 40 cent common share, payable Sept. stockholders of record Sept. 1

THE NEW PETITE ROOM WITH CO
available for
"SUMMIT SESSIONS"
THE LITTLE CLUB
LUNCHEON • COCKTAILS
DINNER • AFTER-THEATRE
7
551

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. J Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wasbington, D. C.; London Bure Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. M Picture Daily is publisbed daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gall Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, publisbed daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as s class matter Sept. 21, 1938, at tbe Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

Lanza Bonanza—

M-G-M presents in radiant COLOR

MARIO LANZA

"For The First Time"

with JOHANNA von KOCZIAN · KURT KASZNAR · HANS SOHNKER
in Technirama® and Technicolor©

also starring ZSA ZSA GABOR · Story and Screenplay by ANDREW SOLT

Music Supervised and Conducted by GEORGE STOLL · Directed by RUDI MATE

Produced by ALEXANDER GRUTER · A CORONA FILM · AN M-G-M RELEASE

Everything NEW but the voice, which is greater than ever! NEW gorgeous gal! NEW color backgrounds on his Continental song-tour. NEW story idea, packed with dramatic surprise and wonderful romance, his best box-office bet since "The Great Caruso"! NEW opportunity for YOU!

Gala Premiere Engagement
Next at Roxy Theatre, N. Y.

'ILMED IN COLOR IN CAPRI, ROME, NAPLES, VIENNA AND OTHER FAMED PLEASURE SPOTS!

Vogel Reports

(*Continued from page 1*)

of 'Ben-Hur' will not start until possibly December, there is intense interest and expectancy in the British trade, just as there is among exhibitors in the States," Vogel said. "A similar condition exists whereby, in order to book this attraction, theatres are proposing extensive alterations, on the basis of an unprecedentedly long play-off.

"Plans now being worked out between our London organization and the home office for the launching of 'Ben-Hur' abroad are of a stature commensurate with the size of the attraction and when they are ready for announcement they will fit into the category of 'they said it couldn't be done.'

"When 'Ben-Hur' has its history-making world premiere at the new Loew's State Theatre in New York late in the fall, followed by de luxe presentations in selected cities in the States and climaxed by its London bow, it will have global penetration to make it the most eagerly sought entertainment in screen history."

'It Was Wonderful'

"It was wonderful," Vogel said, "to find that the M-G-M upbeat is just as evident overseas as it is in America. 'Gigi,' for example, has 15 hard-ticket engagements going in England alone. London, which opened in February, and is still SRO bids fair to challenge the current 2-year success of the picture in New York."

He added that he was pleased to find "North by Northwest" a "hit" on his return. The overall average of the picture surpasses our biggest successes of recent years and is gradually inching up to the blockbusting grosses of 'Cat On A Hot Tin Roof'." he said. "Another piece of good news to greet me was the reception at its Coast preview of 'It Started With A Kiss,' which is our Labor Day picture."

WOMPI Luncheon Set

DENVER, Aug. 4.—The secretary-boss luncheon of Women of the Motion Picture Industry will be held at the Petroleum Club here on Aug. 11. The annual event finds local WOMPI members as hosts to film executives who are guests at the affair.

File for Withdrawal

PHILADELPHIA, Aug. 4.—Republic Pictures, which closed its local exchange last year, has formally discontinued its operations here in applying for a certificate of withdrawal from the Department of State as a foreign business corporation.

New NTS Quarters

PHILADELPHIA, Aug. 4. — When alterations are completed, National Theatre Supply Company will occupy new quarters at Clarion and Vine Streets in the heart of the city's film exchange quarter.

Rogers Drive Ahead of '58

(*Continued from page 1*)

pictures and were also held through hold-over runs.

Eugene Picker, chairman of the fund raising and finance committee for Will Rogers, said yesterday that, "In view of the success attained with the test pictures, it would appear that productive audience collections could be taken wherever these pictures are played, and I suggest that this be done. However, I would not make this as a limitation. Theatre managers should make collections at any time they have a strong picture."

Pledges from Leading Circuits

As of yesterday pledges to make audience collections either in July, August or September, have been received from the following circuits: Armstrong, B and Q, Brandt, Cinema Circuit, City Entertainment, Dietrich and Feldstein, Durwood, Ezell, Fabian, Fruchtman, Interstate, Texas Consolidated, Jamestown Amusement, Kallet, Kerasotes, Lamont, Lust, National Theatres-Fox Intermountain, Fox Midwest, Fox West Coast, Randforce, RKO, Walter Reade, Robins Amusement, Rowley United, Skouras, Stanley Warner, Steifel, Steinberg, M. Switow, Stewart and Everett, Trans-Lux, Tri-States, Wolfberg and Vogel. Additional pledges are being received daily.

"All in all, we feel that this year's audience collections should surpass previous drives by a wider margin than any in our experience," said Ned E. Depinet, who is national campaign co-chairman with S. H. Fabian. "The early responses, both in earnest cooperation, and in actual collections in the theatres, indicate that this will be our greatest year.

Now Ten Years in Existence

"The fact that this is the tenth anniversary of Will Rogers' new approach to healing and patient care, and research, and that it marks a decade of the most rapid yet soundly established growth of any hospital anywhere, should be an inspiration to everyone working on the drive—and the way I look at it that includes everyone in our industry to make this the greatest thing our industry has ever done. This is a tremendous thing we're doing, not only for 'Our Own,' but also for all mankind. It's well worth the work."

Sees No Shortage

(*Continued from page 1*)

able at some time in the distant future. On the contrary, Todd-AO filled 11 orders from theatres for Todd-AO equipment in June and July and will fill at least eight in August, he said. "Todd-AO is taking orders for very early Fall delivery," Sweeney continued.

As of July, 1959, Todd-AO equipment has been installed in 84 theatres in the U.S. and Canada and 75 theatres abroad, Sweeney reported, for a total of 159 installations worldwide. The present cost of two 70mm projectors, including installation "supervision," is $15,500, it was stated.

The success of three pictures—"Oklahoma," "Around the World in 80 Days" and "South Pacific"—filmed in the Todd-AO process proves it is a "system people know and understand," Sweeney commented. Describing the Todd-AO name as a "trade-mark of high quality," Sweeney said that the next release in the process, apart from the recently released "Porgy and Bess," will be 20th Century-Fox's "Can-Can." That company is committed to produce a minimum of three films in Todd-AO in the next five years, it was said.

Other Officials Present

Sweeney took time out from yesterday's press conference to announce the new executive slate of Todd-AO. In addition to himself, they include: George P. Skouras, president; A. E. Boellinger, treasurer; George J. Solomon, secretary; and Martin Kasman, assistant treasurer. This was the first official announcement of the new executives since the bow-out of George Schaefer as president, which occurred when Magna Theatre Corp. took over operating control of Todd-AO. The latter has also moved its offices from 1600 Broadway to 233 W. 49th Street here.

Ten Features

(*Continued from page 1*)

ard Fleisher will direct with a cast headed by Orson Welles, Juliette Greco and Bradford Dillman.

The program also includes "Requiem for a Nun," based on the novel "Sanctuary" by William Faulkner. The property will be filmed in Hollywood with Richard D. Zanuck as producer.

Other properties include "DeLuxe Tour," by Frederick Wakeman, filmed in Hollywood after second unit locations throughout Europe, Africa and the Middle East; "Ballad of the Red Rock," a story of the youth of modern-day Israel by Meyer Levin, author of "Compulsion," and which will begin filming in December on location in Israel: "The Fish Don't Bite," a comedy-drama by Carlo Blanco dealing with the adventures of the amorous sons of a fisherman and a philosophical beachcomber; "The Big Gamble," formerly titled "In the Shadow of Columbus," by Irwin Shaw, which will be filmed in Italy, the Azores and Chile.

Also, "Patate," by Marcel Achard, which will be produced at the conclusion of the London stage production now in preparation; "The Secret of Lilly Dafon," a new play by William Saroyan; "Yes, Monsieur," based on a novel by Genevieve de Vilmorin; and "Settled Out of Court," based on the novel and play by Henry Cecil. The story concerns a multi-millionaire convicted of murder on perjured testimony.

PEOPLE

Bob Hope on Friday will re the Navy's meritorious public se citation for his entertainment of bers of the Armed Forces. Pres tion will be made in Seattle by retary of the Navy William B. F on the flight deck of the c "Yorktown."

□

Tex McCrary, head of the p relations firm bearing his name established new West Coast o at 9908 Santa Monica Boule Beverly Hills, Cal.

□

Charles A. Moses has signe handle publicity for Associated ducers, Inc., which has a progra pictures for release through 20th tury-Fox. The Moses organiz takes over assignments previ handled by the Marty Weiser Ag

□

Milton Newson, city manager Wilby-Kincey Theatres, Knox Tenn., is being transferred to lumbus, Ga., as city manager fo circuit's theatres there. W. J. C now city manager in Columbus, go to Knoxville to serve in the capacity.

□

Gary P. Romisher, son-in-law William Spiegel, owner of the Lyric Theatre, Philadelphia, has graduated from Jefferson Medical lege and has joined the interne at Philadelphia General Hospital

□

C. J. Phillips is the new owne the Sherryl-Auto-Drive-in The Hiwassee, Ga., having purchase from Bill Wilson.

Success of 'Scapegoat

(*Continued from page 1*)

"Ask Any Girl" earlier this year, company said yesterday.

As a result of its success in Bos the film has been set for book across the country in the next t weeks, most of them at large the rather than "art" houses.

It will open at the Guild The here tomorrow.

Ohio Mark for 'Paci

CUYAHOGA FALLS, O., Aug. "South Pacific" is establishing an time record run of eight weeks at State Theatre here, owned by M. Horwitz of the Washington Cir of Cleveland. Runner-up "Around the World in 80 Da which was held for six weeks.

Peppercorn on Tour

Carl Peppercorn, vice-president charge of sales for Continental D tributing, Inc., is in Dallas, Te from New York on the first lap of extensive sales tour of the West Co While in Texas, Peppercorn will up a circuit saturation booking "The Little Giants."

A Meetings

(Continued from page 1)

in industry history high-ranking office and foreign officials will to exchange ideas and to for- e a global merchandising blue- unifying the company's diverse, wide operations.

iis marks an important step for- in our overall program to de- and exploit the broadest global t for our product," he declared. steady growth and increasing tance of foreign distribution and ction activities require that we iandise our films in terms of a international character. The con- es will detail promotion meth- id techniques designed to pene- every audience potential of the market."

Officials Plan Addresses

note addresses will be given by - and Heineman and Max E. gstein, vice-president. Morton nson, newly appointed director ernational advertising and pub- will supervise the convention um and join with Fred Goldberg, al director of advertising, pub- and exploitation, in directing ork sessions.

der United Artists' new reorgan- a, the company's promotion ac- s, including advertising, pub- and exploitation, have been con- ted into a single global opera-

conferences will develop glo- omotions for the company's cur- and forthcoming boxoffice at- ns. The meetings will place ular emphasis on unifying UA's ctivities with its music, records elevision operations on a world- basis.

Executives to Attend

promotion and sales executives rticipate in the conferences in- . James R. Velde, vice-president harge of domestic sales; Louis , vice-president in charge of n operations; Bruce Eells, ex- e vice-president of UA-TV; l V. Picker, executive vice-pres- of UA Records; Mo Rothman Alfred Katz, foreign department tives; Samuel Cohen, foreign city manager, and Maurice Se- West Coast publicity coordina-

v European promotion and sales tives to attend the intercon- al meetings are Charles Smadja, president in charge of European ictions; Giulio Ascarelli, Con- al advertising and publicity ger; Karl Scheffler, publicity ger for Germany; Joe Pole, pub- manager for Great Britain, and is Winnikus, European assistant ax E. Youngstein.

edo Drive-in Bought

LEDO, O., Aug. 4.—Al Boudou- d associates, who own the Mira- lile Drive-In Theatre, have pur- d the Toledo Drive-In from Al- Drive-In Theatre Co., affiliate of hio Theatre Management Co. of land.

REVIEW:

The Alligator People

API—20th-Fox—CinemaScope

HARTFORD, Conn., Aug. 4

The redoutable Jack Leewood, long associated with various facets of exploitation activity within the theatrical exhibition field, produced this Associated Producers Inc. terror vehicle. It was directed with astute touches by screen veteran Roy Del Ruth from a screenplay by Orville H. Hampton, based on a story by Hampton and Charles O'Neal.

And, to further guarantee a compactly-told terror story, the 20th-Fox release is peopled with such known and respected terror conveyors as George Macready and Lon Chaney, Jr., illustrious son of a great indutsry figure.

Dr. Douglas Kennedy calls in his friend and colleague Dr. Bruce Bennett to hear the amazing story which his nurse, Beverly Garland has related under hypnosis. She says, under drugs, that she's really somebody else and that she had married Richard Crane, who disappeared on their wedding night. When she found him again, he was in a private hospital presided over by experimenting medico Macready. The hospital's primary mission, it develops, is to conduct experiments that prolong lives by use of a formula from alligator glands. The experiment, it develops, backfires, the patients assuming alligator tendencies. At the fadeout, Drs. Kennedy and Bennett are undecided as to whether to tell her of the story disclosed under drugs. Running time, 74 minutes. General classification. Release, in August.

A. M. W.

Shelton Named

(Continued from page 1)

merly vice-president in charge of distribution for Times Films, and more recently president of his own company, William Shelton Films, Inc. He also has been active in the foreign market, being for many years a producers representative in Paris.

In his new post, Shelton will supervise the distribution for theatrical exhibition of NTA Pictures' product in the U.S. and Canada

Frank Kardel Dies

SEATTLE, Aug. 4.—Frank Kardel, 82, retired theatre manager, died at his home here following a heart attack. He established the first nickelodeon in this city and later was operator of Alexander Pantages' first theatre here. In his earlier days he had managed theatres in Portland, Ore. He was born in Kentucky.

Returns to Film Policy

ATLANTIC CITY, Aug. 4.—George A Hamid's Warren, Boardwalk de luxe house, which has been operated as a legitimate stage show house during the past season, returns to a policy of motion pictures this week. A first-run policy will be resumed, starting with "The Diary of Anne Frank."

Krellberg Forms New Show Investment Firm

A new theatrical investment firm—Theatre Securities Syndicate, Inc.—with an initial capitalization of $500,000, has been organized here with Sherman S. Krellberg as chief executive, and offices at 630 Ninth Avenue in Manhattan. The half-million dollars is available now to finance theatrical productions in this country and abroad. The new syndicate is also prepared to purchase interests in established productions, and plans to extend is facilities as well to other segments of the amusement industry—including television and film production.

NTA Pictures

(Continued from page 1)

president and general manager, respectively, of NTA Pictures.

"Windjammer" will continue to be booked on a road show basis, with sales to be handled by NTA Pictures' national field staff. Theatres playing the Cinemiracle feature will be equipped with a triple-screen projection system which is semi-portable.

The first release of "Windjammer" was at the Roxy Theatre, New York, where it played for 24 weeks, opening in April, 1958. Since then the feature has been booked in 20 key U.S. cities and a number of European markets. Total gross to date, Gruenberg reported, has reached a total in excess of $6,000,000.

National Theatres recently acquired a controlling interest in National Telefilm Associates, Inc., parent company of NTA International and NTA Pictures.

'Time' Opens Aug. 14

Mario Lanza's new film for M-G-M, "For the First Time," will open at the Roxy Theatre here Aug. 14.

Velde Begins

(Continued from page 1)

to-coast tour including the Washington, Los Angeles, Atlanta, Omaha, Detroit and Toronto exchanges.

Velde said that the sales sessions will develop distribution campaigns for the company's lineup of product set for release during the next six months. Participating in the sales meetings will be Sidney Cooper, Central and Southern Division manager; Milton Cohen, Eastern and Canadian Division manager; Al Fitter, Western Division manager.

Velde and Cooper will preside at the Washington sales conferences with James Hendel, Central District manager. Phil Gettleson, Central and Southern contract manager, will attend the opening session. Branch managers attending the Washington conclave include: Edwin Bigley, Washington; John Zomnir, Pittsburgh; Jack Finberg, Cincinnati, and Ross Williams, Indianapolis.

The UA office sales executives will return to New York on Friday preparatory to beginning the second lap of their cross-country sales swing.

Coleman Named

(Continued from page 1)

vacated by Burt Sloane, who has been named publicity manager following the elevation of Morton Nathanson to the post of director of international advertising and publicity.

Born in Washington, D. C. in 1930, Coleman was raised in Charleston, Ill., and educated at Antioch College in Yellow Springs, Ohio. Prior to entering the film industry, he worked extensively in the legitimate theatre as an actor and technician and is the author of two produced plays. Coleman joined UA in 1956 as a feature writer and has written the narration for documentary films.

Network TV Billings Top $300,000,000

Network television gross time billings in the first half of 1959 totalled $309,380,932, an increase of 9.3 per cent over the like period of 1958, Norman E. Cash, president of the Television Bureau of Advertising, reported yesterday.

Network gross time billings in the January-June 1958 period were $283,071,449. For the month of June, the three television networks billed $48,472,139, an increase of 10.7 per cent over the $43,769,105 in June 1958.

The network figures are compiled by leading national advertisers-broadcast advertiser reports and released byTvB.

Film Library Report Compiled by Trans-Lux

A new "on-the-air report" covering all facets of Encyclopaedia Britannica Film Library programming has been prepared for release to all TV station subscribers, according to Richard Carlton, vice-president in charge of sales for Trans-Lux Television, syndicator of the film property.

Compiled from a three-year survey of stations using the 700-film package from coast-to-coast, the "report" reveals a wide diversity of local programming of the vast array of EB film titles; children shows, teenage shows, family shows and public service programming.

Wade Crosby Appointed To UA-TV Sales Post

Wade Crosby has joined United Artists Television Inc. as manager of syndication sales it was announced yesterday by Bruce Eells executive vice-president of UA-TV during the second day of a week of sales management meetings being held here.

Crosby who will headquarter in New York will be in close liaison with Kurt Blumberg, manager of syndication operations. He comes to UA-TV from TV Industries Inc. (formerly C&C Corp.), where he had been Western Division manager since 1955.

Geraght on First 5 Of 'Whiplash' Series

From THE DAILY Bureau

HOLLYWOOD, Aug. 4.—Maurice Geraght will produce and direct the first five of the new "Whiplash" programs to be launched under the Associated Television Ltd. banner in Australia. Produced in 39 half-hour programs, "Whiplash" will be distributed globally by I.T.C., which is jointly owned by A.T.V. and the Jack Wrather Organization of Beverly Hills.

HUGO A. CASOLARO MARTIN GOTTLIEB
C and G film effects, inc.
1600 BROADWAY, N.Y. 19
PLAZA 7-2098
• OPTICAL EFFECTS • STAND PHOTOGRAPHY
• ANIMATION • TITLES
• ART WORK • B & W and COLOR
A Complete Service for Film Producers

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

TELEVISION will change many things. F'rinstance, one of the screen's most famous "villains," Barton MacLane, has been signed to play, "Scanlon," a friendly rancher in the forthcoming "Walt Disney Presents" teleseries "Texas John Slaughter" which will ABCommence this Fall. Regis Toomey (celebrating his 30th year in films) and Jan Merlin also have featured roles in this new program. . . . With no fanfare but rather quietly, WNTA tried out a new sound technique last July 1. On July 27 the station adopted this idea on a regular basis and on Aug. 2 last the station officially announced its new L.M.F. (listening man's filter) sound which, according to Irv Lichtenstein, station manager, was revealed because quote:— trying to keep this new approach to broadcasting was like trying to sneak an elephant into a Turkish Bath unquote. . . . Scrappy Lambert, one of the bright radio lights back in the 30's and 40's (remember the Songsmiths, The Revelers, Scrappy Lambert & Billy Hillpot?) is in town from Hollywood. He's veepee of a new Recording Co., Viscount Records and they're starting off with a HIT. Champ Butler's waxing of "Ooh Looka Here, Ain't She Pretty?" backed with the standard "This Can't Be Love." . . . Was it Jack Lescoulie and Phil Harris who almost broke up Ed CBSullivan recently during his Las Vegas telecast? Lescoulie and Harris did a bit of clowning in the Dixieland Band at the hotel there, Lescoulie on the trombone and Harris on the drums and the sounds almost were picked up by the "Sullivan Show" mikes. . . . Harry Wismer has been named head of the Radio-TV-Motion Picture Division of the newly-formed American Football League, headed by Lamar Hunt and Bud Adams. . . .

☆ ☆ ☆

Dr. Frances Horwich, whose "Ding Dong School" series averages 8,000 letters weekly, has authored a new book "The Magic of Bringing Up Your Child," published by McGraw-Hill which deals with the realistic approach and easy-to-follow advice to parents. Grade School teachers may very well use this as a textbook and guide, it's that fine. . . . Henny Youngman flies up from Miami Beach to make a repeat guestint on the Sullivan Show Sunday, Aug. 23. . . . Busy lad these days in Merv Griffin; in addition to his regular duties on the "Pantomime Quiz" and "Keep Talking" programs, he's subbing for Bill NBCullen on "The Price Is Right." . . . Cynthia Medley has moved over to WOL, Wash., D.C., from WMAL, to handle the Records there, succeeding Ronni Trattler who moved over to handle publicity and promotion for WTTG in the Capitol. . . . Formerly with Video Pictures in Gotham, Lea Serra has become ass't to Harry Whittington at Whittington Productions in Orlando, Fla. where they are now shooting "Face of the Phantom." . . . Burt Nodella, formerly with ABC-TV will join Screen Gems as ass't to Irving Briskin next week. . . . Snaring Jim Lowe for its P.M. radio sked should prove to be a WRCApital deal. Lowe is merely one of Gotham's keenest DISCiples of waxed music. . . . Richard Boone, star of "Have Gun, Will Travel," will also direct the series henceforth. Prior to his current assignment, Boone dircted several "frontier" telefilms. . . . Don Shafer who left KALL, Salt Lake City for WAXX has returned to KALL, where his 5-9:30 P.M. series is one of the town's most-listened-to programs. . . .

Schaefer to Produce, Direct 9 NBC Shows

George Schaefer, president of Compass Productions, Inc., will produce and direct a total of nine specials on the NBC-TV Network next season, including the six for the Hallmark series, it was announced by David Levy, vice-president, NBC Television Programs and Talent.

Schaefer, who had already been assigned to produce and direct the six 90-minute "Hall of Fame" specials for Hallmark, has been assigned to an additional three specials. He will utilize the talents of his entire staff at Compass Productions for all nine programs. Several important properties for the additional three programs are under consideration at present and are tentatively scheduled to be telecast in color.

The six Hallmark specials already in preparation by Schaefer for NBC-TV next season include "Winterset," which will open the series on Oct. 26; Ibsen's "A Doll's House," to be telecast Nov. 15, starring Julie Harris; a Christmas show on Dec. 13 and an untitled February show. Already produced on video tape this summer for airing next May is Shakespeare's "The Tempest." The sixth, "Cradle Song," which was presented by Hallmark last season, will be repeated in a new production next season.

$500,000 for 'Night' In 21 Dates: Jackter

Columbia's release pattern "Middle of the Night," designe achieve maximum consumer and penetration, is paying off in a big according to Rube Jackter, vice- dent and general sales mar Jackter said yesterday that the had grossed more than $500,000 first 21 domestic dates and is we its way to becoming one of Co bia's top boxoffice hits of the

Jackter pointed out that the tets dates were carefully selected included engagements in every tion of the country and in many ferent situations. "Business has equally outstanding in big cities, towns and in summer resort sp Jackter said, "and in all type first-run showcases."

Cites New York Records

He pointed to the dual engage in New York where it is in the enth week of day-and-dating at Forum Theatre on Broadway and Trans-Lux 52nd Street on the Side, and cracked the all-time h records in both theatres opening

At the Playhouse Theatre, W ington, it is the biggest grosse four years, total gross for the four weeks being $33,500. The L mount in San Francisco had on its biggest first weeks in more two years, with a gross of $16 The Trans-Lux in Philadelphia r ered its best business in more th year with a three-week total of $ 000. At the Palms Theatre in P nix, the first-week take was $5. At the Huntridge Theatre in Las gas, the opening week gross $4,700.

3 Drive-In Operators Acquitted on 'Blue La

Special to THE DAILY

ANDERSON, S.C., Aug. 4. — V County Judge Earle Rice presid a six-man jury acquitted three dr in theatre operators of a charge violating the Sunday "blue la Acquitted were L. C. Smith of Fox Drive-In, Albert Osteen of Skyway, and Wendell Patterson the Highway, all tried together.

The warrants in the cases were sued by Judge Rice in connec with the first Sunday night opera of the theatres on July 5. Three s sequent warrants have been issued Magistrate Bruce Davis for the S day nights since that time. No d has been set for hearing those ca however.

'Shoppers' Specials

BALTIMORE, Aug. 4.—All of downtown first-run theatres here h combined to resume their for "shoppers' special" shows every M day. Admissions are 50 cents fr opening until closing, irrespective the attraction. The plan is a boxo stimulant on a day when busin otherwise, is slow.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

. 86, NO. 26 NEW YORK, U.S.A., THURSDAY, AUGUST 6, 1959 TEN CENTS

olders to Vote

ropose End o Cinerama, W. Set-Up

uld Amend CPC Charter Permit New Enterprises

ckholders of Cinerama Produc- Corp. at their annual meeting on Aug. 27 will vote on a plan d existing arrangements between ompany and Stanley Warner and nend the company's charter to it it to engage in new enterprises. der the proposed plan Stanley er would turn back to Cinerama . 818,793 shares (79.15% of the outstanding) of the latter's stock then cancelled, and would pay P. $500,000 in cash, tax free. in turn would turn over to S-W ense and rights for the produc- nd exhibition of pictures in the ama process, and would have rther interest in the Cinerama ition and production operations W nor in the five Cinerama already produced.

e board of directors of C. P. mends acceptance of the plan

(*Continued on page* 11)

ncess Is Awarded rder, Inc.' Title

hts to the film title, "Murder have been awarded to Princess ction Corp. by the MPAA. Eight n picture companies had regis- "Murder, Inc.," with the Title ration Bureau.

award to Princess was made arbitration Tuesday. Princess

(*Continued on page* 11)

isler Joining UA Feature Writer

Kreisler has joined the United ' publicity department as a fea- writer, it was announced by H. Lewis, vice-president in of advertising, publicity and ation. Kreisler's previous motion

(*Continued on page* 11)

VISION TODAY — p. 12

POLICE RIOT SQUADS CALLED AS MOBS STORM DETROIT OPENING COLUMBIA'S "TINGLER"!

Advt

Bercutt Coordinator On WB's 'FBI Story'

From THE DAILY Bureau

HOLLYWOOD, Aug. 5. — Max Bercutt has been appointed national coordinator for the forthcoming release of Warners' "The FBI Story."

Bercutt will coordinate all phases of merchandising on the Mervyn LeRoy production, including advertising, publicity and exploitation, in addition to acting as liaison with the sales department.

Bercutt left today for New York and Washington to discuss plans for the opening of the picture.

Hospital Drive Nears Record in Pittsburgh

Special to THE DAILY

PITTSBURGH, Aug. 5.—Will Rogers Hospital collections are headed for a record in this exchange area it is reported by distributor chairman Cene Jacobs and exhibitor chairman Ernie Stern. Generosity of the public reponse to the Hospital appeal has been an inspiration to drive workers, they said, who are confident of reaching new high figures.

Over $10,000 has already been col-

(*Continued on page* 11)

Business Booms at Canada Drive-Ins As Many Plan Major Improvements

Special to THE DAILY

TORONTO, Aug. 5.—Business at drive-in theatres throughout Canada is reported as excellent this season, and both circuit and independent operations have announced plans to spend several hundred thousand dollars on improvements and alterations on their property.

In Toronto, for instance, 20th Century Theatres is making important expenditures. The Northwest Drive-in will have asphalt for approaches, boxoffice and concession areas, with the ramps being treated. Addition of two ramps will increase car capacity from 1,064 to about 1,400. Major factor in paving is the decision to try a 12-month operation. Some B. C. drive-ins operate year-round and Calgary drive-ins open as soon as the weather permits.

Drive-in business has come a long

(*Continued on page* 12)

First Action

Will Aid ACE, MPAA Industry Ad Studies

MPAA Group's Meet Today Studies Assistance Areas

The Motion Picture Association of America's advertising-publicity directors committee at its monthly meeting today is scheduled to canvass areas in which it may be of assistance to the MPAA-American Congress of Exhibitors committees on industry advertising problems and plans.

Motion picture and theatre advertising is one of the four subjects accepted for joint action by the MPAA-ACE conferees, the others being increased production, aid to small theatres and industry research.

MPAA this week named Joseph R. Vogel, Loew's president, and John J. O'Connor, Universal vice-president, as co-chairmen of its advertising committee, authorizing them to call upon other producer-distributor members or groups, such as the MPAA advertising-publicity directors committee, for advice or assistance as they see fit.

ACE named Max A. Cohen of ITOA and Emanuel Frisch of MMPTA co-

(*Continued on page* 2)

Begin Work on Compo-ACE Research Program

Plans for a comprehensive research program aimed at helping the entire industry were discussed at a meeting presided over by Albert Pickus at the Sherry Netherland Hotel here yesterday.

At the meeting were members of

(*Continued on page* 2)

Crowds Jam Theatre For 'Tingler' Bow

Special to THE DAILY

DETROIT, Aug. 5. — Over 5,000 people jammed the streets in front of the Broadway Capitol Theatre here for two hours prior to the "world screamiere" of "The Tingler," William Castle production for Columbia release, at 12:01 A.M. today. Follow-

(*Continued on page* 11)

PERSONAL MENTION

WILLIAM R. O'HARE, director of advertising-publicity for Hal Roach Distribution Corp., returns here from Pittsburgh today.

•

RAOUL LEVY, producer of Columbia's "Babette Goes to War," has arrived in Moscow from Paris with a print of the film.

•

IRVING LESTER, in charge of motion picture advertising for the Hearst newspapers, will leave here today with his family for Glen Spa, N. Y.

•

DIRK BOGARDE, British actor, will arrive in New York from London today via B.O.A.C.

•

KAY SWIFT, composer friend of the late George Gershwin and associated with the scoring of Samuel Goldwyn's "Porgy and Bess," has left here for Los Angeles and San Francisco for promotional appearances in connection with the film.

•

CAPUCINE, co-star of Columbia's "The Franz Liszt Story," has arrived in New York from Europe.

•

VAN JOHNSON left here yesterday aboard the "Queen Mary" for Europe.

•

MRS. J. A. LAKEMAN, of the Dixie Theatre and Hawala Drive-in, Haleyville, Ala., has returned there from Atlanta.

The finest carbons ever made...
NATIONAL TRADE-MARK
PROJECTOR CARBONS

Will Aid ACE

(*Continued from page* 1)

chairmen of its advertising committee, with Harry Mandel of RKO Theatres, Harry Goldberg of Stanley Warner and Ernest Emerling of Loew's Theatres as members.

Charles Simonelli of Universal is chairman of the MPAA advertising-publicity directors committee.

Censorship on Agenda

The group is expected to prepare advice and information on such subjects as rejection and censorship of advertising by newspapers and others, coopcrative advertising, billing problems, rates and position and, possibly, all - industry promotion activities, among others.

'Hercules' Gross Seen $1,000,000 in Chicago

"Hercules," the Joseph E. Levine presentation being distributed by Warner Bros., is expected to gross $1,000,000 for its first week in the Chicago area, where it is playing in 90 metropolitan and downstate theatres, WB said yesterday. In 43 metropolitan Chicago theatres, "Hercules" grossed $402,227 over a three-day weekend.

On the West Coast, "Hercules" is heading for a $260,000 week in its 19-theatre Los Angeles first-run booking after grossing $140,000 over the weekend. Its record opening day gross there was $41,436.

Venice Film Festival Invites 'Northwest'

The Venice Film Festival has officially invited Metro-Goldwyn-Mayer's "North By Northwest," which took second prize at the San Sebastian Film Festival last month, to the Italian Festival beginning Aug. 23. It is said to be the first time a motion picture that played one international film festival has ever been asked to a second.

The "North By Northwest" invitation has been extended as "hors de concours," (outside of competition). The Venice Film Festival runs through Sept. 6.

Harold A. Bishop, 58

WINNIPEG, Aug. 5. — Harold A. Bishop, 58, manager of the Manitoba district of Famous Players, died here following a heart attack. He was also second vice-president of the Manitoba Motion Picture Exhibitors Association and head of its public relations committee. Born in Britain, he came to Canada as a boy. He is survived by his widow, a brother, Leonard, manager of the Hollywood Theatre, Toronto, and a brother in California.

Fregonese Will Direct 'Quixote' for Bronston

From THE DAILY Bureau

HOLLYWOOD, Aug. 5. — Hugo Fregonese has been signed by Samuel Bronston to direct "Don Quixote" which will be filmed in Spain in March, 1960. Fregonese is currently in Spain conferring with novelist Carlos Blanco, who has been engaged in writing a version of the Cervante classic for past five years. Sonya Levien will adapt the Blanco version for the screen.

The picture will have a budget of $4,000,000 and will be in Technirama and Technicolor.

Fregonese will return around the middle of August for conferences on casting and technical discussions with Bronston and associate producer Jaime Prados.

New Openings Slated For 'Blue Denim'

Impressed with the boxoffice showing of "Blue Denim" in the opening week of its world premiere engagement at the Victoria Theatre here, 20th Century-Fox is moving up openings in several key cities.

The picture, which has grossed over $39,000 in its first seven days at the Victoria, according to theatre management, now moves into the Midtown, Philadelphia, Aug. 12, Memorial Theatre, Boston, Aug. 19; Beverly, Los Angeles, Aug. 20; and will be the next attraction at Chicago's State Lake.

Book 'Ben-Hur'

PITTSBURGH, Aug. 5. — Metro-Goldwyn-Mayer's "Ben-Hur" has been booked for the Warner Theatre here under an exclusive arrangement for that area. Announcement was made by M. A. Silver, Stanley-Warner executive, and John Maloney, MGM representative. The picture will open in February.

Three for 'Victoria X'

Three installations of "Victoria X" 70/35mm projectors in the U. S. are reported by George Hornstein, head of Cinematograph, Inc., New York, American distributors. The theatres are Century Theatres' Shore in Huntington, N. Y., Interstate's State in Wichita Falls, Tex., and the Center in St. Petersburg Fla. The Shore seats 1900; other two under 700.

'70' Projectors Installed

MEMPHIS, Aug. 5. — "National Seventy" (Bauer 70/35mm) projectors are being installed in the Crosstown Theatre here by the local National Theatre Supply Company branch, with Emil Jacob of Stuttgart, Germany, supervising.

Research Pl

(*Continued from page* 1)

the Compo-American Congress o
hibitors research committee, wh
working with ACE and Motion
ture Association of America c
initial four project program to b
the industry. The other project
aid to small theatres, increased
duction and film advertising.

Pickus said yesterday's m
was largely exploratory but ha
sulted in the establishment of a
icy for the committee's work,
is that "We shall attempt to evo
research program with the obj
of bringing about an improveme
our business. We are not prepar
state what its nature will be,
will take several meetings to
plans into shape. This will be a
ing committee and will contin
efforts until it has agreed on a
gram."

Research Not a New Activi

Both MPAA and Compo hav
perimented previously with inc
research, the former having h
study made of frequency of th
attendance and reasons for no
tending more often. Compo for
eral years has had a research
mittee. Walter Reade, Jr. resign
its chairman last year contending
without financing nothing coul
attempted. There is specific pro
that any plan developed by
Compo committee must also incl
plan for financing it. No fund
to be paid out of the Compo tre
for this purpose.

Roach Names Feinste

Dick Feinstein has been appo
New York branch manager fo
Hal Roach Distribution Corp., i
announced yesterday by A
Sachson, general sales ma
Feinstein has been with the
organization for three years as a
ant branch manager. Prior to th
was with Universal and M-G-M.
stein is replacing Ira Michaels, v
new association with another com
will be announced shortly.

'Affair' Here Aug. 14

Twentieth Century-Fox's "A
vate's Affair," will open Aug. 1
the Paramount Theatre here.

FILMACK 40 YEARS FILMACK
OF BETTER AND FASTER SPECIAL TRAILERS
From Dependable
FILMACK
1327 S. Wabash Chicago 630 Ninth Ave. New

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. F
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Quigley Publications takes an advance look at

The Best of Everything

Production Value, Star Interest, Exploitation Heavy for New Fox Film

Diane Baker, Suzy Parker and Hope Lange, whose New York adventures are depicted in "The Best of Everything."

WHEN Simon & Schuster early last year sent the first galley proofs of Rona Jaffe's "The Best of Everything" to producer Jerry Wald, a chain of events was started which will have its climax in early October with the world premiere of the big 20th Century-Fox motion picture adaptation in CinemaScope and De Luxe color. Miss Jaffe's 700-page-plus novel, which recounts the peaks and pitfalls in the lives of several career girls in present-day New York City, took five months and five days to write. The film has been in preparation for more than a year.

As he always does, Mr. Wald, as soon as he had secnred the rights to the novel, set about to give "The Best of Everything" just exactly that, in production values, star interest, technical talent and promotional excitement. (For some time now, all letters coming from the 20th-Fox organization have closed with sincere wishes for the best of everything.)

To direct the Edith Sommer-Mann Rubin screenplay Mr. Wald signed Jean Negulesco, the director who made a motion picture star out of Rome in "Three Coins in The Fountain." Mr. Wald and Mr. Negulesco hope that they have done this again with New York in "The Best of Everything"—the modern New York that is personified by the new and handsome Seagram building. Extensive location work was done there and in other parts of the city earlier this year.

The world premiere of the picture is to be held in Dallas in recognition of the huge contest currently being held throughout Texas by Interstate Theatres. The object of the contest is to find a new name for actress Linda Hutchings who has a small part in the film.

One of the major points of the general exploitation campaign on the picture will be the title song, written by Sammy Cahn and Alfred Newman, and which is due to be recorded by a variety of artists and given an extensive build-up before the first engagements.

Saga of 'Tillie the Toiler'

By Jerry Wald, *producer of "The Best of Everything"*

EVER since that auspicious day when women won their "independence" from men, were given the vote, and left their homes for the office, their adventures in the world of business have been splendid fodder for the novelist, the dramatist, and the moviemakers. In the days of the nickelodeon, "Heaven Help the Working Girl" was a title well calculated to draw audiences to the ticket-wicket to plunk down their nickels in abundance.

The price of admission to a movie has gone up somewhat since then, but the saga of Tillie the Toiler is still being imprinted on celluloid. How could it be otherwise? As long as ladies work—and we are certainly not suggesting that they should ever stop—what happens to them in and out of the office will continue to provide potent dramatic interest.

There is something inescapably "modern" about the office as a setting for a drama, especially when ladies-at-work are involved. Hence, although the "silents" produced such titles as "Nellie, The Beautiful Cloak Model" and "Bertha, The Sewing Machine Girl," it was not until the advent of talkies that the career girl really came into her own on the screen. In 1930 Faith Baldwin's "Office Wife" was imprinted on celluloid with Dorothy Mackaill, Joan Blondell and Lewis Stone. Later came "Skyscraper Souls."

Later in the 'thirties the young career girl became the subject for a number of delightful sophisticated comedies on the subject, such as "She Married The Boss," "More Than A Secretary" and "Wife Versus Secretary," the latter starring Clark Gable, Jean Harlow and Myrna Loy. A bit later the white collar girl was epitomized in Christopher Morley's "Kitty Foyle" with Ginger Rogers, and Rosalind Russell became the career girl *par excellence* in "Hired Wife," "His

[*Continued on following page*]

Artist-Director Discovers Glamor in N. Y. Skyline

by Warren G. Harris

Jean Negulesco was an ideal choice to direct "The Best of Everything." Jerry Wald wanted to put the "new" New York on the screen — the latest buildings, the New York which hasn't been shown to glamorous advantage. Who else for the directorial chore but the man who had put the glories of Rome on CinemaScope canvas to the delight of millions in "Three Coins in the Fountain." The French Riviera and Paris had never gleamed as brightly as in Color by De Luxe and by the hand of Jean Negulesco in "A Certain Smile."

The gleaming skyscrapers of New York beckoned to Negulesco when he arrived with cast and crew for location filming on "Best." In addition to his skill with location backgrounds, Negulesco has long been one of Hollywood's top handlers of love stories. The rich, romantic atmosphere of the Rona Jaffe novel was another perfect setting for Negulesco.

Negulesco, before his introduction to the World of motion pictures, was quite a well-known serious painter and delineator of the times around us. Having studied with some of the best-known artists of the day in Paris, Budapest and Rome, Jean developed into a creator of visuals depicting the histories that were making news across the globe. Reaching Hollywood in 1927, Negulesco decided that the movies contained the elements he needed to express himself.

At Paramount Pictures, Jean was apprenticed to the top producer of the studio, Benjamin Glazer, who in collaboration with Jean, turned out some of the biggest grossing films of that period. Universal pictures was lucky enough to put in a strong bid for, and receive the services of, Negulesco soon after his three-year association with Glazer ended. In 1948, 20th Century-Fox induced the now distinguished director, writer, producer to sign a long-term contract, to which he is still a party.

Suzy Parker listens to director Jean Negulesco on the set during shooting.

Negulesco himself does not have a correct count of all the films he has been associated with. The gleaming, sophisticated steel towers of the city of New York are many things to many people. Cold and forbidding to those they don't know—warm and encompassing to those that know them best. "The Best Of Everything" is a challenging and engrossing ideology for a director to transfer to film. Negulesco, in the spirit of art, has performed this task with grace and skill.

The New York skyline, left, is actually a co-star of the picture, under the sensitive handling of director Jean Negulesco. Here are Diane Baker and Robert Evans on the sidewalks of New York.

"Tillie the Toiler"

(Continued from preceding page)

Girl Friday," and "Take A Letter, Darling." During the second World War the Washington career girl was seen in "Government Girl" and "The More The Merrier," and a bit further down the scale the plain working girl of the time had her story told in "Swing Shift Maisie" and "Rosie The Riveter."

It has been some time now, though, since the career girl has been looked into on the screen, and when Rona Jaffe's smash best-selling novel, "The Best Of Everything," hit the bookstalls we decided that it was a perfect subject for a movie. It, too, deals with the white collar girl, but because the book is as up-to-date as this year's jet, the probing of its subject matter is deeper and the license it takes broader. The personal problems of the girls it deals with are those that most often confront the young lady of today when she plunges into the highly competitive atmospherc of the business world, and every young woman is going to recognize a bit of herself somewhere in this film when she sees it.

To portray this group of young ladies storming the bastions of a top publishing company, we have assembled a brilliant cast of younger players that includes Hope Lange, Suzy Parker, Diane Baker, Stephen Boyd, Martha Hyer, Sue Carson, Robert Evans and Donald Harron. The film is being directed by Jean Negulesco, who worked with me in the now famed film classic, "Johnny Belinda." In addition Louis Jourdan plays "David Savage" and Joan Crawford makes an exciting return to the screen in "The Best Of Everything" as "Amanda Farrow" and Brian Aherne plays the role of "Mr. Shalimar" — two senior editors of the publishing firm, many floors high in New York's newest and most dazzling skyscraper.

And so Hollywood continues to give due homage to the working girl. We like to think of the ladies when we are making films—we like to please them, to make films that they will especially enjoy. What better way to do this than to illuminate and perhaps help solve on the screen the problems that every girl embarking on a "career," no matter how humble, must face. We certainly think the working girl deserves "The Best Of Everything!"

Career Girl's View of Career Girls Makes Book and Film

by Vincent Canby

A year ago last June, at the instigation of her publisher and with the whole-hearted approval of a motion picture producer who had just bought her work, a petite, dark-eyed authoress showed up at the Simon & Schuster booth at the annual book sellers convention in Atlantic City to autograph hundreds of complimentary, pre-publication copies of her first novel. That was three months before the novel's official publication date, and something of an innovation. Most publishers keep their authors safe in New York and brush off the book sellers convention with free books and brochures.

The authoress, of course, was Miss Rona Jaffe; the novel, "The Best of Everything," and the film producer, Jerry Wald. The Atlantic City personal appearance was, in effect, the first gun to be fired in the long-range promotion campaign which has been carried on by Mr. Wald ever since he first took a fancy to Miss Jaffe's romantic and frank account of what can happen to white collar girls in the concrete canyons of New York. The book sellers left Atlantic City to return to their crannies and read the book. Before September publication, more than 40,000 copies were on order and within a week after publication, the book was on the best seller lists.

In her New York apartment last week, Miss Jaffe, five-foot-two in bare feet, toreador pants and oversized white shirt, talked about the book, the forthcoming 20th-Fox adaptation of it, how she writes, career girls in today's American society, and the entire phenomenon that "The Best of Everything" now represents to her. Like Mr. Wald whom she admires tremendously, Miss Jaffe is her own best press agent.

She is also—and quite infectiously so—totally amazed and delighted with all the things that have happened to her as the young and pretty author of a best-selling novel. As a matter of fact, she could be one of her own heroines, except that her own success story might seem a little corny.

A quick and candid conversationalist, she's also extremely good copy. On the matter that some critics thought her book, perhaps, quite frank: "I read it and I wasn't shocked." Concerning the busy social life in Hollywood: "It's certainly not conducive to working, but it's conducive to *thinking* about working." Her age: "Twenty-seven, but when you say that people usually think you're really 37. I know that (name of female star deleted) has been saying she was 24 for the last six years."

How had she come to write "The Best of Everything"? "I wanted to write a novel and this was a subject I knew something about." She feels very strongly about the war between the sexes as it's waged around the typewriters and water coolers on the fringes of New York's so-called glamor industries, i.e. publishing, television, the theatre. She loves New York, finds it's as glamorous as it's reputed to be and says, "If I hadn't been born here, I'm sure I would have eventually come here anyway."

These are some of the ideas she is touching upon, and has touched upon, in numerous interviews, first in connection with the book and now in connection with the film. She has also covered the subject fairly thoroughly in a number of articles she has written and is writing for such publications as *Coronet* and other national magazines. Of course, every time she or her name appears, it reminds readers more or less directly of the upcoming film.

One of the nicest comments on her present fame, she thinks, was made by her father, the principal of a Jackson Heights school. When the "Best of Everything" crew was shooting on location outside the Seagram Building in New York, he visited the "set" and was amazed at all the extras, technicians, stars, etc. on hand. "Just think," he said to his daughter, who only two years ago was one of the anonymous working class, "you've given work to all these people."

Rona Jaffe, author of "The Best of Everything" in her New York apartment with an impressionist drawing given her by Jean Negulesco who directed the picture.

Stephen Boyd and Hope Lange discuss their problem in a scene from the picture against a skyline background of New York's glamorous Park Avenue.

Reading time: 2 minutes, 20 seconds / Playing time: Unlimited

32 REASONS WHY

the best of everything

WILL BE NOTHING BUT THE BEST

AT YOUR BOX-OFFICE!

20TH HAS THE BEST . . . AND EVERYTHING'S GOING FOR THE BEST OF EVERYTHING

Clip this advance service ad out of this book today. Keep it in your active file. Refer to it constantly. It's not too soon to begin planning your 32-step campaign now!

REASON NO. **1**

JERRY WALD'S production of **THE BEST OF EVERYTHING** is alert to the demands of today's market — fresh, bright entertainment with meaning to today's world — subject matter which touches the lives, the hearts, and the minds of our generation

REASON NO. **2**

HOPE (*Peyton Place*) **LANGE** is in **THE BEST OF EVERYTHING**

REASON NO. **3**

STEPHEN (*Ben Hur*) **BOYD** is in **THE BEST OF EVERYTHING**

REASON NO. **4**

SUZY (*Ten North Frederick*) **PARKER** is in **THE BEST OF EVERYTHING**

REASON NO. **5**

MARTHA (*Some Came Running*) **HYER** is in **THE BEST OF EVERYTHING**

REASON NO. **6**

DIANE (*Diary of Anne Frank*) **BAKER** is in **THE BEST OF EVERYTHING**

REASON NO. **7**

BRIAN (*My Fair Lady*) **AHERNE** is in **THE BEST OF EVERYTHING**

REASON NO. **8**

ROBERT (*The Sun Also Rises*) **EVANS** is in **THE BEST OF EVERYTHING**

REASON NO. **9**

LOUIS (*Gigi*) **JOURDAN** is in **THE BEST OF EVERYTHING**

REASON NO. **10**

JOAN (*Academy Award-Winning*) **CRAWFORD** is in **THE BEST OF EVERYTHING**

NOTHING'S TOO GOOD FOR YOU ...AND THERE'S NOTHING BETTER THAN THE BEST

Reasons 11-32 follow

REASON NO. **11**

RONA JAFFE'S much talked about, sensational best-selling novel, **THE BEST OF EVERYTHING**

REASON NO. **12**

JEAN *(Three Coins In A Fountain)* **NEGULESCO** is directing **THE BEST OF EVERYTHING**

REASON NO. **13**

DONALD HARRON
The brilliant young actor from the Broadway stage

REASON NO. **14**

SUE CARSON
The popular night club comedienne makes her debut on the screen

REASON NO. **15**

ALFRED *(South Pacific)* **NEWMAN** is scoring **THE BEST OF EVERYTHING**

REASON NO. **16**

SAMMY CAHN and **ALFRED NEWMAN** are writing the title song for **THE BEST OF EVERYTHING**

REASON NO. **17**

BILL *(Peyton Place)* **MELLOR** is the cinematographer of **THE BEST OF EVERYTHING**

REASON NO. **18**

NATIONAL MAGAZINE ADVERTISING CAMPAIGN features inquiring reporter series in virtually every important periodical, specially written for each publication, asking personalities in cast to respond to question "What is **THE BEST OF EVERYTHING?**"

REASON NO.

19 A fabulous national promotion campaign to presell **THE BEST OF EVERYTHING** is being conducted with a leading department store chain across the U. S., with leading fashion magazines, with manufacturers and retailers of products which are eager to tie-in to the automatic title identification—assuring the exhibitor in every community local newspaper sections, window displays, fashion shows, radio spots and special stunts

REASON NO.

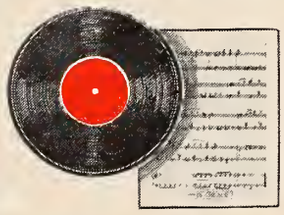
20 Tremendous publicity penetration on **THE BEST OF EVERYTHING** from national secretary contest, name the girl contest in Texas, syndicate and wire photo service coverage of Suzy Parker in New York, return to screen of Joan Crawford, etc.

REASON NO.

21 **LIFE MAGAZINE** begins saturation of **THE BEST OF EVERYTHING** with spread of Suzy Parker! **ESQUIRE** breaks cover story on Suzy Parker! Followed by covers, spreads, features in **NEWSWEEK, CORONET, AMERICAN WEEKLY, SATURDAY EVENING POST, COSMOPOLITAN,** and more coverage in **LIFE**

REASON NO.

22

BIG MUSIC PROMOTION
on title song
THE BEST OF EVERYTHING
supported by
disc jockeys,
radio stations,
sheet music,
top name recordings
on leading labels

REASON NO.

23

SOUNDTRACK ALBUM
featuring the
"Symphony of a Big City"
and
Star Themes from film

NOTHING'S TOO GOOD FOR YOU ...AND THERE'S NOTHING BETTER THAN THE BEST

Reasons 24-32 follow

REASON NO.

24

OUTSTANDING NEWSPAPER AD CAMPAIGN including hand-tailored special copy to run off the movie page on pages 2 and 3, women's pages, sports pages, book pages

REASON NO.

25

POCKET BOOKS will publish the paperback edition of **THE BEST OF EVERYTHING** in a first printing of five million copies

REASON NO.

26

NBC MONITOR has taped all the stars of **THE BEST OF EVERYTHING** and is now airing segments one at a time all Summer long – for 3 months before release

REASON NO.

27

THE BEST OF EVERYTHING will open with a unique 7 minute prologue showing many aspects of Manhattan accompanied by a full symphonic score. This will be a motion picture "Symphony of a Big City"

REASON NO.

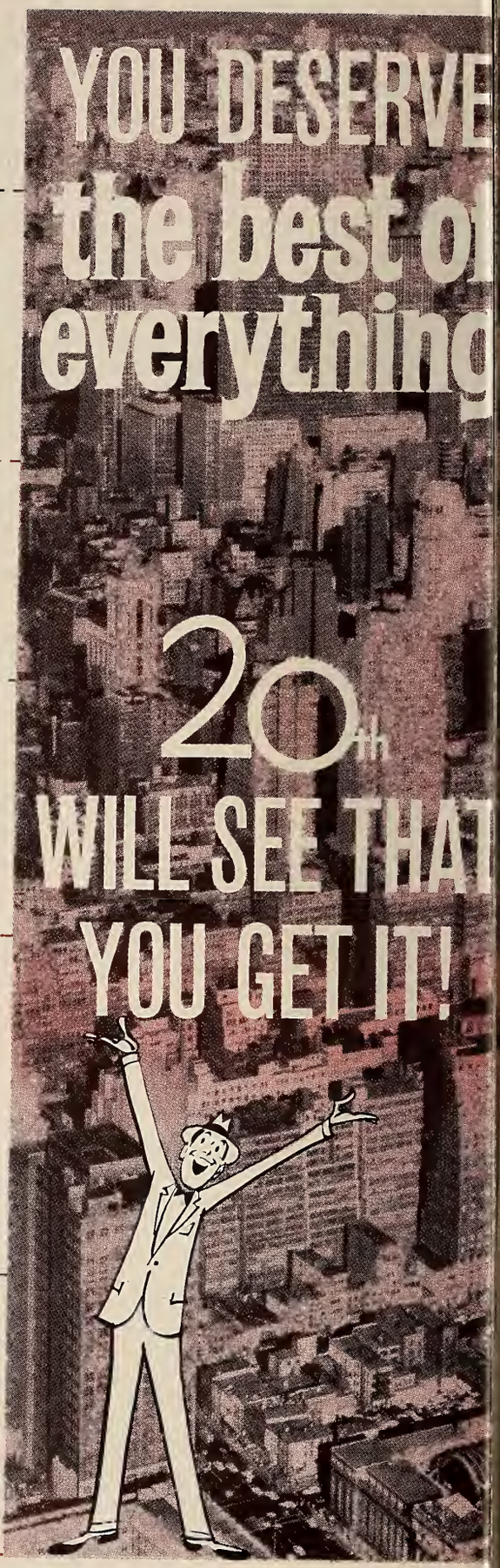
28

The story of **THE BEST OF EVERYTHING** has all of the sensational elements of a big city **PEYTON PLACE**

REASON NO.

29

7500 WORD SERIALIZATION of Rona Jaffe's **THE BEST OF EVERYTHING** will be syndicated nationally in important newspaper outlets in hundreds of cities and towns



REASON NO.

30

FREE INTERVIEW RECORD with the stars of **THE BEST OF EVERYTHING** containing separate interview with each player will be available from 20th for local radio stations

REASON NO.

31

THE BEST OF EVERYTHING will show the new New York – the ultra modern aspects of the world's most dazzling city – in beautiful Color by De Luxe and CinemaScope. All of the exteriors were photographed on actual New York locations, assuring the film of tremendous visual appeal.

REASON NO.

32

No expense or effort will be spared in the advertising campaign heralding this important motion picture. *THE BEST OF EVERYTHING WILL INDEED BE GIVEN THE MOST AND THE BEST OF EVERYTHING!*

Propose End

(*Continued from page* 1)

the stockholders. It points out that of July 1 there was still to be re-uped approximately $5,000,000 for e cost of opening and equipping nerama theatres and for production sts of the latest Cinerama produc-ns, and for losses incurred in cer-in theatres.

As of the same date, only 13 of the ginal 27 domestic Cinerama thea-s were still operating. Of these, 10 e exhibiting "South Seas Adven-re," the last Cinerama picture ade and it is expected that many these will terminate Cinerama ex-bition by fall. Of 16 Cinerama thea-s opened in foreign countries, 13 e still operating, three of them th the last Cinerama picture.

Sees 'No Future Potential'

C. P. stockholders are told: "Inas-uch as Stanley Warner has ceased oduction of new pictures, and in w of the large amount still to be couped by them before your com-ny can participate to the extent of per cent in the profits, we believe re can be no future Cinerama tential for your company in its ar-gements with Stanley Warner."

Broadening the business purposes C.P. cannot be advanced until the oposed arrangement with S-W is nsummated, the stockholders are d. It is noted that if the plan is proved, C.P. will have authorized t unissued stock in the amount of 5,500 shares and 10,000 shares of asury stock.

If the holders of more than five r cent of C.P.'s outstanding stock, 51,725 shares, object to the plan d demand payment for their stock, her S-W or C.P. have the right to ncel the agreement. If approved by ckholders in sufficient numbers, sing of the ageement would take ace on the day of the annual meet-g.

Slate 7 for Reelection

Nominated for reelection at the eting are the present board mem-rs, Leonard E. Edelman, Theodore Kupferman, Irving N. Margolin, arles B. Ripley, Joseph L. Skozen, Stevens and Milo J. Sutliff.

C.P.'s profit and loss statement for e eight months ended June 30 ows gross income of $83,891 from distributive share of theatre in-ne, and $759 interest. Expenses ounted to $74,953, leaving a profit $9,697. The balance sheet shows al assets of $82,205 which, if the oposed plan is approved, would be gmented by the $500,000 clear to received from S-W.

cquires Rights to 'Taos'

Jack M. Warner Productions, Inc., acquired an option on screen and evision rights to the recently pub-ed novel, "Taos," by Irwin M. cker. Jack M. Warner Prods. was med recently by the young produc-in association with Samuel Schnei-and David Richman. They said a director and star is being sought.

REVIEW:

The 30-Foot Bride of Candy Rock

Columbia

HOLLYWOOD, Aug. 5

THE LATE LOU COSTELLO, Dorothy Provine and Gale Gordon are the central figures in a science fiction comedy, developed from a story idea by Jack Rabin and Irving Block, who, with Louis DeWitt also created the special photographic effects.

Costello portrays an independent rubbish collector in love with Miss Provine, niece of Gordon, who owns or controls every business in the town of Candy Rock except Costello's.

In the screenplay by Rowland Barber and Arthur Ross, drafted from a story by Lawrence L. Goldman, Costello invents a machine from bits of rubbish which he calls "Max." The machine reacts to the personality of the inventor and performs wishful miracles when the comedian puts it into the proper frame of "mind."

The far-fetched comedy is drawn from situations affected by Miss Provine's growth to a 30-foot woman when she enters a mysterious canyon called Dinosaur Springs. Gordon misconstrues Costello's explanation of Miss Provine's growth and insists that he marry her.

Special effects bid for laughs during the marriage ceremony, the honeymoon night, breakfast the following morning with her difficulty in handling the pots and pans; and an army unit on maneuvers who mistake her for someone from another planet.

Miss Provine leaves her mountain hideout and makes an appearance in Candy Rock, frightening the town and endangering her uncle's chances for political ambitions. Costello pleads with "Max" to reduce his bride's size. Everything returns to normal, but the fadeout shows Costello's dog grown into giant size proportion.

Sidney Miller directed for executive producer Edward Sherman and producer Lewis J. Rachmil.

This will need strong support to register at the box office.

Running time, 75 minutes. General classification. Release, in August.

SAMUEL D. BERNS

'Tingler' Bows

(*Continued from page* 1)

ing the Halloween-type out-front ballyhoo, some 3,000 people stayed on through the wee hours to fill the theatre to capacity and scream their way through the debut of the new Percepto process, introduced by Castle, who was on hand for the event. Some 100 policemen were on hand to restrain the crowds.

The entire block in front of the theatre was roped off for the special "Dance of the Tingler" party, hosted by Dick Osgood, which highlighted the prescreamiere festivities. Green klieg lights and green marquee added to the spooky atmosphere.

Kreisler to UA

(*Continued from page* 1)

picture association was with Loew's International, where he worked for 12 years as a writer and editor. He also has written information booklets and special material for the Voice of America and has done film titling for major film companies.

Kreisler served for four years in the Air Force during World War II. Prior to that he was a reporter for the *Bronx Home News.*

'Disciple' Opens Aug. 20

United Artists' "The Devil's Disciple" will open on Aug. 20 at the Astor Theatre here.

Hospital Drive

(*Continued from page* 1)

lected by the five downtown Pittsburgh deluxe theatres the Fulton Harris, Penn, Stanley and Warner, with only the Stanley having completed its collections. The other four theatres are continuing audience collections for the length of current engagements.

"100 per cent cooperation" was pledged by Ted Manos, for his 18-theatre Manos Circuit. Ernie Stern made a similar pledge for the Associated Theatres, including both drive-ins and conventional houses.

In all Pittsburgh area theatres and drive-ins, collections are being taken during the playing of top attractions and are continued throughout the length of the engagement, with one week the minimum.

Princess Awarded

(*Continued from page* 1)

will film an adaptation of the best-seller Book, "Murder Inc.," written by Burton Turkus and Sid Feder. Turkus, as Assistant District Attorney, brought to trial seven members of the national crime syndicate known as Murder, Inc., and sent all seven to the electric chair.

Princess purchased film rights to the book several months ago, but wasn't free to use the title until now. President of Princess is Burt Balaban, who will produce and film with Larry Joachim.

National Pre-Selling

RICHARD MAREK writing in the August issue of "McCall's" tells how "Middle of the Night" left a strong and lasting impression on him.

In his opinion the message of the film—that love, no matter how painful, is still an essential part of life—is sensitively conveyed. This Columbia film is a realistic, often funny, often touching picture of "ordinary" people with complex problems. Paddy Chayefsky, and Delbert Mann have made their best movie since "Marty."

•

"North by Northwest," Alfred Hitchcock's new MGM production, is reviewed in the August issue of "Look."

According to the reviewer, situations in this film are nightmare-real. The development concerns a long chase in which Cary Grant who plays a New York advertising executive, is mistaken by enemy agents for an F.B.I. man. Grant's efforts to avoid being killed and his entanglement with the enemy leader's mistress provide the picture with romance and comedy as well as suspense. This MGM film opens at Radio City Music Hall today.

•

Lee Remick, who portrays the flirtatious wife in Otto Preminger's "Anatomy of a Murder," was the cover girl on the Aug. 2 issue of "This Week."

Roberta Ashley has written a cover story on Lee Remick for this issue and thinks she has a good chance to receive an Oscar nomination for her part in "Anatomy."

•

Pat Boone, star of 20th-Fox's "Journey To The Center of the Earth," is spotlighted in an ad for Slacktime Casual Clothes appearing in the Aug. 3 issue of "Life."

•

Grace Kelly, cooling off in the blue Mediterranean Sea with her two children, appears on the cover of "Look's" Aug. 18 issue. An intimate report of her family life in Monaco is in the same issue.

•

Edward G. Robinson, one of the stars of "A Hole in the Head," is quoted in "Seventeen's" July issue saying "Nobody knows that I did light comedy on Broadway long before I ever picked up a Hollywood machine gun."

•

"Don't Give Up The Ship" with Jerry Lewis receives a laudatory review in the August issue of "Good Housekeeping."

•

"Anatomy of a Murder," "Porgy and Bess," "The Big Fisherman," "North by Northwest," and "The Horse Soldiers" were given excellent review ratings in the September issue of "Photoplay."

WALTER HAAS

Television Today

NBC-TV Will Present More Than 200 Specials in 1959-60 Season

The NBC Television Network will present more than 200 special programs during the 1959-60 season, said to be the greatest number ever scheduled by the network. Plans for the new season were outlined yesterday by David Levy, vice-president, NBC Television Programs and Talent.

Many stars of the entertainment world already have been signed to appear in the wide range of programming that will comprise the NBC-TV specials next season. The roster includes Ethel Merman, Laurence Olivier, Maurice Evans, Ingrid Bergman, Alec Guinness, Shirley Booth, James Stewart, Frank Sinatra, Dean Martin, Victor Borge, Bob Hope, Jerry Lewis, Milton Berle, Julie Harris, Jimmy Durante, Geraldine Page, Tony Curtis, George Burns, Cyd Charisse, Judith Anderson, Richard Burton and Jack Paar.

Creativity Emphasized

Accenting the emphasis on creativity running throughout the production schedule is the network's signing of many of TV's most important producers and directors, Levy said. They include Robert Alan Aurthur, Alex Segal, Delbert Mann, Hubbell Robinson, Dore Schary, John Frankenheimer, George Schaefer, David Susskind, Alex March, Mildred Freed Alberg, Jess Oppenheimer and Barry Wood. Writers providing original television dramas on NBC next season will include S. Lee Bogostin, Reginald Rose, Archibald MacLeish, James Costigan and David Shaw.

Commenting on the over-all specials schedule, Levy referred to the objectives of NBC as being primarily "to offer the best in television, regardless of its form—no matter what its source may be." Levy described a special as "a half-hour, hour, 90-minute or two-hour show which has a distinctive quality making it, by its nature, different from week-to-week standard network entertainment fare."

Three Nights Weekly Slated

NBC has set aside three hours on three different nights every week for special programming. The "Sunday Showcase" series (8-9 P.M.) will offer original dramas, musical and variety programs. The Ford Motor Co. series of 39 specials is set for Tuesdays (9:30-10:30 P.M.), and Fridays will also be highlighted by hour-long specials (8:30-9:30 P.M.) encompassing broad areas of entertainment.

Supplementing these three hours, the NBC-TV Network will schedule others throughout the entire week, utilizing every withholding period available, and averaging five specials each week throughout the 1959-60 season, Levy said. Further rounding out the schedule, the NBC News Department already has in preparation 16 special programs on topics ranging from a survey of problems currently facing the nation's schools to a special filmed report on Africa. At least 40 news specials will be programmed, most in peak viewing hours, in 1959-60, it was reported.

Favor Publicists in TV Trailer Dispute

From THE DAILY Bureau

HOLLYWOOD, Aug. 5. — Arbitrator Earl J. Miller of the University of California has ruled in favor of the Publicists Assn., IATSE Local 818, in a dispute that group is having with Warner Bros. over the making of trailers for Warner's TV films.

The Publicists Association claimed that Warner Bros. was violating its contract by its practice of having non-members of the Association make the trailers for its TV films, "Maverick," "Lawman," "Colt 45," "Cheyenne," "Suagfoot" and "77' Sunset Strip." The studio practice has been to have the producers of these series make the trailers.

Following the arbitration hearings, Miller ruled that this work was properly within the jurisdiction of the Publicists Association and ordered Warners to "proceed promptly to make the necessary arrangements which will result in assigning to members of Local 818 the work which is described in Part 1 of this Award, and which includes the creation and/or the dissemination of TV trailers."

Defends 'Big Profits' Of TV Contractors

From THE DAILY Bureau

LONDON, Aug. 3 (By Air Mail).— The big profits of the Independent Television Authority program contractors were strongly criticized this week by the Parliamentary Committee on Public Accounts, bringing forth an immediate reaction from J. Spencer Wills, chairman of Associated-Rediffusion. Wills doubted whether commercial television in Great Britain would have started at all unless the original contractors had been granted, for a period of eight and three-quarter years, the whole of any profits which might be made.

Wills added that the only reason the contractors appointed since 1957 had made big profits, or indeed any profits at all, was that they were supplied with network programs by the four original contractors at a fraction of such programs' cost of production. The companies could have no economic existence unless they took most of their programs from the network, Wills said. If they were to pay even the average per capita cost of production of those programs their profit and loss accounts would look very different, he added.

Exhibitors Defer Action Against S.C. 'Blue Law'

Special to THE DAILY

SPARTANBURG, S.C., Aug. 5.— Meeting here this afternoon, a group of Spartanburg and Charlotte area theatre men were unable to reach a decision concerning a policy of future operations relating to this section's controversial Sunday "blue law" situation.

Following a two-hour closed session with attorneys Sam R. Watt, former circuit court solicitor, and Chester D. Ward, member of the Spartanburg County legislative delegation and representing Spartanburg theatre interests, it was made known that no formal statement would be issued at this time.

Statement 'Within 10 Days'

However, in an "informal announcement" by the attorneys, Watt and Ward said they had "reached no definite conclusions" but "we hope to be able to make a definite statement within about 10 days."

There was a negative reply when reporters asked Watt and Ward as to whether the theatre executives were discussing the possibility of or contemplating a Sunday "test run" of film houses in this area next Sunday or in the near future.

"We discussed developments up to date in the 'blue law' situation but took no action of any kind," Attorney Watt told reporters.

Attorney Ward described the "closed meeting" as a conference between clients and their attorneys and declined to comment.

Consensus here is that there will be "fireworks" within the next few days when area film theatre operators decide to make known their plans as to whether or not they will defy South Carolina's ancient "blue laws" and test Sunday movies in the courts.

Decca Six-Month Net Reported $196,202

Consolidated net earnings of Decca Records, Inc., for the six month period ending June 30, 1959, including the company's share of undistributed earnings of its subsidiary, Universal Pictures, amounted to $196,202. This is equal to 13 cents per share on 1,527,401 outstanding shares of capital stock.

In the corresponding period of 1958 Decca reported earnings of $76,370, equal to 5 cents per share on the capital stock then outstanding.

'Head' Big $51,077

United Artists' "A Hole in the Head" has registered a huge $51,077 for its third week at Loew's State Theatre here, it was announced by William J. Heineman, UA vice-president.

PEOPLE

Eugene Meilnicki, assistant a State Theatre, Syracuse, a ur Loew's Theatres, has been pro to the post of manager of the ci Stillman Theatre, Cleveland, su ing **Frank Manente. Arthur W.** ley, assistant at Loew's Grand lanta, has been named manager company's Ohio Theatre, Cleve

□

Eddie Potash continues as b booker and supervisor for **Neil** man's Adalusia and Lincoln dr theatres in the Philadelphia are which **Irwin Ullman** recently named general manager.

□

Constance Wuebbenhorst, pre of the Denver chapter of Wom the Motion Picture Industry, has invited to conduct the "Service W shop" at the International WC Convention which will be he Jacksonville, Sept. 11-13.

□

Patricia Walke has been appo secretary to **Michael A. Jusko,** ceeding **Ruth Egan,** a recent bri

□

Al Monty, who as **Albert M** falco was at one time manager o Roxy Theatre in New Britain, C a Nick Kounaris unit, has been n emcee of a Monday-through-F morning children's program, " Circus," on WJAR-TV, Provid R. I.

□

Phyllis Clark, of Artkino, Ca is visiting the Moscow Film Fe this week as representative of National Film Board of Canada.

Canada Drive-ins

(*Continued from page* 1)

way since 1946 when three op tions were opened. There are statistics for that year, but the D nion Bureau of Statistics shows in the next year when seven operating with a car capacity 5,438, there were 670,583 admiss and receipts of $274,325. Top was in 1957 when there were drive-ins with a car capacity of 513, pulling in 9,945,630 to the of $5,725,311. Today there are drive-ins in operation.

Major factor in the operation drive-ins, of course, is the conces where the average take is estim at 35 cents a head, while opera figure from 90 cents to $1 per ca

A plan whereby drive-ins book f run product day-and-date with door theatres is being adopted three cities in Canada by Fam Players Canadian Corp. The booking policy is paying off, it reported.

Capitol Books 'Kiss'

Metro-Goldwyn-Mayer's "It Star With A Kiss," starring Glenn F and Debbie Reynolds, will be next attraction at the Capitol Th tre here.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 86, NO. 27 NEW YORK, U.S.A., FRIDAY, AUGUST 7, 1959 TEN CENTS

eves Says:

inerama, Inc. 'At the Start f a New Era'

Announce Next Picture the Process Shortly

By WARREN G. HARRIS

nerama, Inc. fully intends "to be e an important factor in the mo- picture and theatre world," pres- dent Hazard E. Reeves told a special meeting of stockholders here yesterday, adding that the company is "at the start of a new era."

zard Reeves

Cinerama can be "a very important factor in from 40 to 100 theatres throughout the world," he pre- d, "but our objective is not thou-

(*Continued on page 4*)

ston Sturges Dies Heart Attack Here

eston Sturges, noted motion pic- producer, director and writer, early yesterday after suffering a attack in his room at the Algon- Hotel here. Sturges would have 61 years old on Aug. 29.

irges achieved his first major suc- in the entertainment world on

(*Continued on page 4*)

rgy' Raises $10,000 Benefit at Boston

Special to THE DAILY

STON, Aug. 6.—"Porgy and opened here tonight at the As- heatre to a distinguished audi- of social and government figures. New England premiere of the el Goldwyn film, a benefit for New England Baptist Hospital

(*Continued on page 4*)

VISION TODAY—page 6

'Frank' Films Scored In Detroit Newspaper

Special to THE DAILY

DETROIT, Aug. 6. — The "frankness" of some of Hollywood's current films has come under attack in a series of three page-one articles run this week by the *Detroit News*. General thesis of the stories is "How far can you go?"

One of the articles predicts a strong public reaction to "smut films" and asks "Can Hollywood keep its house clean with a riddled broom?" The writer also scores what he calls the industry's "loose interpretation" of its Production Code.

Another article deals with advertising which it says is often "more objectionable that the film it promotes." It reports that the *News* has refused outright several ads on grounds of "salaciousness" and demanded changes in others.

Hollywood Production Jumps to New High

From THE DAILY Bureau

HOLLYWOOD, Aug. 6.—Production jumped to a new high this week, with the spurt of activity centered around 20th Century-Fox where nine pictures are in production by the studio and its various independent companies, including three from Jerry Wald's Company of Artists. They are followed by Columbia with eight; Paramount, four; Warner Bros., three; and three for United Artists release;

(*Continued on page 4*)

Competitors Unite For News Break

Special to THE DAILY

NEW BEDFORD, Mass., Aug. 6.—Two exhibitors here operating first-runs in opposition to each other joined forces to secure some good publicity in a local newspaper.

Morris Simms, city manager for New England Theatres, Inc., of the Olympia and Capitol Theatres, and Harry Zeitz, owner of the State and Empire Theatres, got together to ap-

(*Continued on page 6*)

Film Importers Will Name Exec. Committee

The Independent Film Importers and Distributors of America, Inc., new organization formed in June by representatives of 30 companies, will met on Aug. 22 to elect a three-man executive committee from among the 19 members of its board of directors.

Decision to hold the election was

(*Continued on page 6*)

To Show 'Anne Frank' At Venice Film Festival

"The Diary of Anne Frank," George Steven's production for 20th Century-Fox will be shown at the Venice Film Festival on Sept. 6. It will be shown on an invitational basis as the concluding presentation of the festival.

The out-of-competition showing of

(*Continued on page 6*)

British Lion Confident Business Will Show Improvement This Year

By WILLIAM PAY

LONDON, Aug. 4 (By Air Mail).—In spite of another difficult year's trading by British Lion Films, chairman Douglas Collins, in his annual report to stockholders, expressed every confidence that the films available for distribution in the current year will show considerable improvements over those available a year ago. He hoped that operating economies will ensure that revenue from distribution will cover distribution costs and overheads.

Collins also said that further losses may be avoided if current productions are profitable on balance, and the new provision for losses on films not released at March 31, 1959, is down from £210,000 to £80,000. Trading produced a profit of £43,903, against the previous loss of £105,745, but to the other charges an extra provision of £72,870 had to be added for losses on films not released at the end of 1957-58. As a result, the loss for the year was reduced only from £337,114 to £153,354.

During the year under review the modernisation programme at the Company's Shepperton Studios was

(*Continued on page 4*)

Wheels Turning

MPA Ad Group Takes Up ACE Program Wed.

Presidents' Subcommittee, Ad Heads at First Session

The Motion Picture Association advertising subcommittee of which Joseph R. Vogel, Loew's, Inc. president, and John J. O'Connor Universal Pictures vice-president, are co-chairmen, will hold its first meeting at the MPAA offices here next Wednesday with ACE counterpart to consider subjects in the advertising area raised in the recent meetings between MPAA and the American Congress of Exhibitors.

MPA Committee members who will attend the meeting are Charles Einfield, vice-president of 20th Century-Fox in charge of advertising-publicity; Paul Lazarus, Jr., Columbia vice-president in charge of advertising-publicity; Roger Lewis, United Artists vice-president in charge of advertising-publicity, and Charles Simonelli, Universal Eastern adver-

(*Continued on page 2*)

Cary Grant Boosts Film Future to Eastern Press

Special to THE DAILY

HARTFORD, Aug. 6. — A rosy future for the motion picture industry was predicted by Cary Grant to an audience of 30 Connecticut and Massachusetts news men at a luncheon here this week.

"Nothing can outrank the motion

(*Continued on page 4*)

'Northwest' Sets New Record at Music Hall

MGM's "North By Northwest," which opened at Radio City Music Hall yesterday, at press time was heading for an all-time record for an opening day at the theatre. Receipts up to 4 P.M. totaled $12,031, a new record for that time of day, and it was estimated that the final figure would be well over $30,000.

PERSONAL MENTION

DAVID A. LIPTON, Universal Pictures vice-president, who returned to New York from London on Wednesday, will leave here next week for Hollywood.

•

GIULIO ASCARELLI, United Artists Continental advertising - publicity manager; KARL SCHEFFLER, publicity head for Germany, and JOE POLE, publicity manager for Great Britain, will arrive in New York at the weekend from abroad.

•

MAURICE R. SILVERSTEIN vice-president of Loew's International, will leave New York today for the Coast.

•

AMERICO ABOAF, Universal Pictures foreign general manager, will leave here over the weekend for Europe.

•

ROBERT COHN, Columbia Pictures studio executive, has arrived in New York from the Coast for conferences with home office officials.

•

MRS. MARY JARVIS, secretary at National Screen Service, Atlanta, has returned there from Florida.

•

DENNIS J. RICH, of the Stanley Warner Cameo Theatre, Bristol, Conn., is a patient at Bristol Hospital.

•

MARTHA CHANDLER, booker for United Artists in Atlanta, has left there for a vacation.

•

VINCENTE MINNELLI, director of M-G-M's forthcoming "The Bells Are Ringing"; PRESTON AMES, art director, and WILLIAM MCGARRY, assistant director, have arrived in New York from the Coast.

•

BARNETT GLASSMAN, president of Pathe News, will return to New York at the weekend from London.

•

JOYCE SELZNICK, Columbia Pictures Eastern talent executive, will arrive in Hollywood tomorrow from New York.

•

WILLIAM REICH, general manager of American International Export Corp., will leave here today for the Coast.

•

RICHARD JOHNSON, British actor, will return to England from New York today via B.O.A.C.

•

ALEXANDRE ASTRUC, director, and CHRISTIAN MARQUAND, actor, will return to Paris on Sunday from New York.

•

NORMAN PANAMA, producer, arrived in New York yesterday from Hollywood, and will leave here today for England.

•

JANET MUNRO, British actress, will arrive here from London tomorrow via B.O.A.C.

•

CARY GRANT will return to Hollywood today from New York.

•

ANITA WRIGHT, assistant to booker George Rosser of Martin Theatres, Atlanta, has returned there from Florida.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
CARY GRANT EVA MARIE SAINT JAMES MASON
in ALFRED HITCHCOCK'S
"NORTH BY NORTHWEST"
An M-G-M Picture in VistaVision · Technicolor®
and GALA NEW STAGE SPECTACLE "SUMMER FESTIVAL"

20th Century-Fox presented its promotional campaign on "The Blue Angel" to Robert J. O'Donnell, president of Inter-State Theatres in Texas, yesterday at the home office. O'Donnell called the company's pre-selling job "one of the most impressive campaigns I have ever seen which should serve as an inspiration to exhibitors everywhere." Shown above with O'Donnell (seated) are C. Glenn Norris, assistant general sales manager; Alex Harrison, general sales manager; Rodney Bush, exploitation director, and Abe Goodman, 20th advertising director.

Personal Manager Unit Elects Doff President

From THE DAILY Bureau

HOLLYWOOD, Aug. 6. — 'Red' Doff has been elected president of the Conference of Personal Managers West for the next year. Along with Doff, who succeeds outgoing president Seymour Heller, Edward Sherman was elected first vice-president; Frank Stempel second vice-president; Thomas Sheils secretary, and Manny Frank treasurer.

Burt Solomon Joins UA Pub. Department

Burt Solomon has joined the United Artists publicity department as a writer, it was announced by Roger E. Lewis, vice-president in charge of advertising, publicity and exploitation. Solomon comes to UA from the Fordham University Public Relations Office. He is a graduate of Fordham College, holds a master's degree from Syracuse University, and is a doctoral candidate at New York University.

He served for two years as a lieutenant in the United States Army Signal Corps.

Screen 'Yesterday'

PHILADELPHIA, Aug. 6.—A special screening of Columbia's "Yesterday's Enemy" will be held here Saturday for the annual convention of the China-Burma-India Veteran's Association. The film deals with the British retreat in Burma during World War II. Members of the Association who will be present include U. S. Senator Joseph Clark of Pennsylvania and Col. "Pappy" Boyington.

Gosta Wadsten Dies

Gosta Wadsten, M-G-M manager in Sweden since 1951, died yesterday in Stockholm, the company was advised by cable. He was 54 years old. A veteran film man, Wadsten, entered the business 37 years ago. He had worked as booker, salesman and manager with various American film companies before assuming the top post with M-G-M.

MPA Ad Grou

(*Continued from page* 1)

tising-publicity director and chai of the MPAA advertising-pub directors committee.

Members of the ACE advert committee are: Max A. Cohen o dependent Theatre Owners Ass N. Y., and Emanuel Frisch of ropolitan M. P. Theatres Assn., chairmen; Harry Mandel, Theatres; Harry Goldberg, Sta Warner Theatres, and Ernest E. ling, Loew's Theatres.

Simonelli Outlines Agenda

Simonelli reviewed and reporte the subjects likely to be taken u Wednesday's meeting during the ular monthly meeting at the M offices here yesterday of the ad tising-publicity directors commi

Yesterday's meeting decided n proceed with the presentation of spring's Academy Awards telecast motion accomplishments on the scale contemplated earlier. Howe it was decided that when Acad officials come to New York, prob to discuss at an MPAA board m ing industry sponsorship of next y Awards telecast, a presentation of highlights of the campaign shoul made by Jerry Pickman, Paramo vice-president in charge of adve ing-publicity, Lewis and Simone

Beer-and-Wine Report Planned

A proposal that beer and wine ups, heretofore avoided, be appro for film advertising and promo was referred by the advertising - p licity directors to the MPAA board action by the company presidents report by Simonelli on the sub also will go to the board.

The MPAA board's subcommi on advertising problems is one three named following the MPAA-ACE meeting, the others ing a subcommittee on increased duction and one on aid to small t tres. Also participating in the MP ACE program is the Compo com tee on industry research.

Jaffey to Mexico City

Promotional plans for the ope in key cities of Mexico of 20th C tury-Fox's "Holiday for Lovers" be completed early next week Herbert Jaffey, assistant to the rector of publicity for Fox, and A M. Noye, the company's manag director for Mexico. Jaffey will le here tomorrow for Mexico City.

Wins 'Blue Ribbon'

A "blue ribbon" award was wo the 1959 American Film Festival "Blasting Vibrations, Cause & Effe an industrial film produced by Fa & Gage Films, Inc., with sound music by musifex co.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. H wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallag Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

LINT
VALKER
I-PERSON
OUR!

EDWARD
'KOOKIE'
BYRNES
IN-PERSON
TOUR!

Warners' traveling salesmen for 'Yellowstone Kelly'

Millions and millions will see 'em on their twin 2950-mile personal 'sell' tours starting August 15th. Thirty-four cities and all surrounding areas covered with gala press luncheons and dinners, mass interviews and saturation appearances on radio and TV. It's just one of the ways in which Warners are going all out to tell 'em all how big they are together on your big theatre screen!

Lawman!

Clint Walker · Edward Byrnes · John Russell

"Yellowstone Kelly" TECHNICOLOR®

RAY DANTON · CLAUDE AKINS · RHODES REASON · ANDRA MARTIN Screenplay by BURT KENNEDY Directed by GORDON DOUGLAS

SEE THE PRESSBOOK! SPECIAL LIFE-SIZE LOBBY SET-PIECE! SPECIAL TEASER TRAILER! SPECIAL TV TRAILER! SPECIAL RADIO SPOTS! ETC., ETC.!

Cinerama, Inc.

(*Continued from page* 1)

sands of theatres." Reeves pointed out that he feels "ten times as right" about the future of Cinerama as he did when the process was first introduced.

Reeves said that the next production in Cinerama will be announced shortly. "All Cinerama productions will be made by the greatest creative and technical talent in the world," he said, declaring the process has potentialities for attractions other than travelogues and is capable of presenting "many facets of drama."

Sees 'Time for a Change'

Nicolas Reisini, chairman of the board of Cinerama, Inc., said that the five productions to date in the wide-screen system have shown "Lowell Thomas in every possible situation" and that it's time for a change. He said that his company will turn out about two pictures a year, each of "extraordinary value." These will be "big spectacles," Reisini reported, "and will avoid sex as much as possible. We want to turn out family pictures that will be attended by everyone."

Financing for Cinerama, Inc.'s productions will at first come from a $9,000,000 loan from the Prudential Insurance Company of America, which was approved by stockholders yesterday. In order to take advantage of this loan, Cinerama, Inc. must form two wholly owned subsidiary corporations and transfer all of its right, title and interests in Cinerama camera, projection and certain other equipment to one subsidiary and all patents and equipment related to a new single lens photographic system currently in the research stage to the other.

Discusses Match Lines

Reeves said that at present there is no way of telling whether Cinerama will be successful in coming up with a single lens system. When questioned by a stockholder, he said that the problem of match lines in the present three-projector system "is not a basic one." These can be reduced to a very minor flaw "with proper technical control," he pointed out.

Cinerama, Inc.'s policy on theatrical outlets for its coming productions is "open," Reeves announced, stating that the company might seek "four-wall lease arrangements" or try to work out an exhibition deal with a theatre circuit or circuits. Stanley-Warner, which produced the first five pictures in Cinerama, no longer has exclusive rights to use of the process.

Seeks 'Break-Even Level'

Reeves told stockholders that he hopes to keep Cinerama, Inc.'s operations this year at "the break-even level." If the company had produced the first five productions in the process, which are reported to have grossed close to $90,000,000 worldwide, it would have earned about $27,000,000 from them, he estimated. Reeves said that the five films cost about $12,000,000 all told.

REVIEW:

The Bat

Liberty—Allied Artists

HOLLYWOOD, Aug. 6

THE INITIAL venture for Liberty Pictures, in which former RKO Studio head C. J. Tevlin and former exhibitor Sam Dembow, Jr., are associated, shows good boxoffice potential. It is a new treatment of a proven property, which evolved from Mary Roberts Rinehart's classic mystery novel, "The Circular Staircase" through other film versions as well as a highly successful stage play by Miss Rinehart and Avery Hopwood. There are plenty of sure-fire situations and suspense in Crane Wilbur's screenplay and direction to satisfy thrill-seekers.

Producer Tevlin has fortified his production values with the casting of Vincent Price and Agnes Moorehead in the lead roles, with capable support by Gavin Gordon, John Sutton and Lenita Lane. A musical score by Louis Forbes, which features "The Bat" theme played by Alvino Rey adds impact to the eerie subject.

The audience will be playing "who-done-it roulette" as Price, Gordon and Sutton all become suspected of being a maniacal hooded killer known as "The Bat," who uses the "flying mice" to frighten his victims as well as a talon-like gloved claw to kill them. Miss Moorehead portrays a writer of mystery stories who rents a summer home from banker Harvey Stephens to do some writing. Most of her household staff leave her, fearing rumors that "The Bat" is in the area. Sutton, whom she hired as a chauffeur, doubles as her butler.

Gordon, chief of detectives and director at Stephens' bank, learns of a million dollar theft in negotiable bonds. Mike Steele, bank cashier who uncovered the shortage, is suspected of the crime. Stephens, on a hunting trip with Price, who happens to be the coroner as well as a doctor, discloses his theft and invites Price to share the loot if he will kill their guide and return the body as his corpse claiming death by accident. Price refuses and is forced to kill Stephens.

From here in Miss Moorehead's rented mansion becomes the scene of The Bat's activity, since it appears to be the logical hiding place for the dead man's cache.

Miss Moorehead finds time to use the frightening events as material for a story, closing the final chapter after a series of killings which include Price; and the unmasking of the chief of detectives as "The Bat," when he is caught in a secret room in the house.

Running time, 80 minutes. General classification. Release, in August.

SAMUEL D. BERNS

Coast Production Up

(*Continued from page* 1)

Universal-International, two, and one each at Metro-Goldwyn-Mayer and Walt Disney. This brings the total number of pictures before the cameras to 31. None were completed this week.

Started; were: "Seven Thieves" "Can-Can" (Jack Cummings Production-Todd-AO); "The Girl in the Red Bikini" (Edward L. Alperson Production-CinemaScope); "The Rookie" (Associated Producers, Inc.) for 20th Century-Fox release; "Noose for a Gunman" (Premium Pictures for United Artists release), and "Ice Palace" (Warner Bros.).

Clarence Derwent, 74

J. Clarence Derwent, president of the American National Theatre and Academy, and former president of Actors Equity Association, died yesterday at his home here. He was 74. The well known actor was the donor of the annual Clarence Derwent award given in New York and London to the best supporting performance by an actor and actress.

Cary Grant Boosts

(*Continued from page* 1)

picture theatre in terms of entertainment for enjoyment's sake," Grant asserted. "In the immediate years ahead this will be made even more certain through improvements in the theatres' physical plant to provide greater comfort, improved sound and projection and increased audience participation."

Grant was here in the course of a week's schedule of press screenings and premiere appearances for MGM's "North by Northwest." He is scheduled to return to the Coast from New York tomorrow. His upbeat remarks concerning the industry received liberal newspaper space in the territories visited.

'Earth' Big at Albee

Universal - International's "This Earth Is Mine" grossed a huge $3,565 for its opening day at the RKO Albee Theatre, Brooklyn, on Wednesday, topping all previous U-I films at the house, including "Imitation of Life," the company stated in a report issued yesterday.

British Lio

(*Continued from page* 1)

completed and at this reporting studios are exceptionally busy. E effort is being made at Shepper said Collins, to ensure that cha there are competitive and that general efficiency of the studios its economy of operation can be ourably compared to any other st in the country.

Prefers Private Interests

British Lion is controlled by Government's National Film Fin Corporation whose annual report month stated:— "The NFFC has cided that the management of ish Lion must be given adeq time in which to make the Com profitable. No negotiations for sale of the NFFC's interest in Br Lion are in progress but it never less remains the opinion of the N that this is an inappropriate in ment for the NFFC and that mately the shares in British should be held by suitable pri interests."

Preston Sturges Dies

(*Continued from page* 1)

Broadway in 1929 with a com called "Strictly Dishonorable." then went to Holllywood as a s writer and soon became a dir and producer of films.

Among his screen credits are Miracle of Morgan's Creek," "H the Conquering Hero," "Sulliv Travels," "The Lady Eve" "Christmas in July." For "The G McGinty," an expose of crooked tics, he won an Academy Awar 1940.

Sturges left Hollywood 10 y ago for New York and Europe. made several pictures in France fore his return return to the U At the time of his death he was w ing on a farce called "I Belon Zozo."

'Porgy' Raises $10,00

(*Continued from page* 1)

League, was a complete sellout w in advance of the opening. The be performance produced over $10, for air-conditioning equipment in hospital's operating rooms.

Massachusetts Governor and Foster Furcolo and Boston Mayor Mrs. John B. Hymes were among leading government dignitaries hand. Mrs. Joel Harrell, chairma the benefit committee and presi of the Hospital, honored Mrs. Du Heyward at a dinner party prio the opening. Mrs. Heyward and late husband collaborated on the inal drama "Porgy" which later came "Porgy and Bess" when H ward and George Gershwin co borated to write the famous oper

128 'Devil' Bookings

"Devil's Disciple," United Art will open in 128 key areas across country during the next four we

IS FLYING YOUR WAY!

GET SET
FOR THE PROFIT-PACKED SATURATIONS FROM COAST TO COAST
Backed by
TERRY TURNER
POWERHOUSE CAMPAIGNS
TV! RADIO! NEWSPAPER!

ALLIED ARTISTS delivers the No. 1 boxoffice property in all mystery history! "THE BAT" . . . brought to the screen with the outstanding showmanship know-how of C. J. Tevlin and Sam Dembow, Jr. . . . and the company that gave you "House on Haunted Hill"!

ALLIED ARTISTS presents

THE BAT

starring

VINCENT PRICE · AGNES MOOREHEAD

with Gavin Gordon • John Sutton • Elaine Edwards • Darla Hood • Lenita Lane

Produced by C. J. TEVLIN · Directed by CRANE WILBUR · Screen Story & Screenplay by CRANE WILBUR · Based on the Wagenhals-Kemper Play by MARY ROBERTS RINEHART AND AVERY HOPWOOD

A Liberty Pictures Corporation Production

"THE BAT" ALVINO REY'S CAPITOL RECORDING . . . FAST BECOMING ONE OF THE RED-HOT ONES WITH THE DISC JOCKEYS . . . ANOTHER BIG PLUS FOR THE PICTURE!

Television Today

Who's Where

Burt Rosen has joined the New York sales force of Official Films, Inc. as an account exceutive. He formerly was a partner in Berton Productions, an independent television packaging house.

□

Burt Nodella will join Screen Gems within the next two weeks as assistant to **Irving Briskin,** vice-president of Columbia Pictures and director of all production activities for the company's TV subsidiary. Nodella is leaving ABC-TV, where he headed network program development.

□

MPO Television Films, Inc., producer of filmed commercials, has added two staff production coordinators. They are **Philip Frank** and **Philip Donoghue.**

□

Flamingo Films has added five men to its sales staff. **Arthur Gross,** recently appointed vice-president in charge of syndicated sales for the company, returned from a cross country trip after holding sales conferences with the company's new representatives, who are: **John Fugate, Barney Mackall, Robert Thorne, George Gilbert** and **Stan Byrnes.**

'Christmas at Circus' Set as CBS Special

"Christmas at the Circus," starring the famed Ringling Brothers, Barnum & Bailey Circus, will be presented Thursday, Dec. 10 (7:30-8:30 P.M., EST), as the first of the CBS Television Network's Christmas specials. The hour-long variety program will be sponsored in part by Remington Rand, Inc., represented by Young & Rubicam, Inc.

William Hammerstein will produce and Byron Paul will direct "Christmas at the Circus," which will originate in the Miami Auditorium, Miami, Fla. The production will feature all of the performers, animal acts and huge menagerie of "The Greatest Show on Earth."

Blue Bonnet Bowl Set Over CBS December 19

The first annual Blue Bonnet Bowl, to be played at Rice Stadium in Houston, Tex., on Saturday, Dec. 19, 1959, will be telecast on the CBS Television Network, it was jointly announced by William C. MacPhail, director of sports for CBS News, and Elvin M. Smith, president of the Greater Houston Bowl Ass'n.

The newly-formed bowl game, which will feature two top-ranking independent football teams, is named after the official flower of Texas.

ITA Programs Set to Begin in N. Ireland

From THE DAILY Bureau

LONDON, Aug. 6.—Independent Television Authority programs will begin in Northern Ireland on Oct. 31 from the ITA's new station at Black Mountain near Belfast and another million people will be within range of commercial television. Less than 9 per cent of the United Kingdom population will then be outside one or the other of the areas served by the ITA.

Ulster Television Operator

The Black Mountain station will be operated by Ulster Television, a company with strong local and film producing interests. Managing director is William MacQuitty, one-time independent producer for the Rank Organisation. Also on the Ulster Television board are film producers Betty Box and Sir Laurence Olivier.

Transfer 'Third Man' Series to Hollywood

From THE DAILY Bureau

LONDON, Aug. 6.—Shooting was halted here today on the television series "The Third Man" at Shepperton Studios. The announcement from British Lion Films, owners of Shepperton, said that shooting on the 20-episode series would be resumed in Hollywood.

Differenees with Craft Unions

The explanation given for termination of shooting here was the current diffieulties with craft unions. In addition to seeking wage increases, the unions placed a ban on all overtime which, however, was lifted later.

"The Third Man" series is being jointly sponsored by National Telefilm Associates, the British Broadcasting Corp. and British Lion.

NTA, Liberty Group Slate New TV Series

A new series of 39 half-hour filmed underwater adventure programs, as yet untitled, will be produced by Liberty Enterprises for National Telefilm Associates, Ine., it was announeed by Mort Abrahams, NTA creative film programming director. Bill Williams, who began his eareer as a professional swimmer, will star.

Bernard Glasser, previously a 20th Century-Fox producer, is producing the new series. Associate producer is George O'Brien, a U. S. Navy Captain and former RKO Star. Ed Bernds is the director.

Production of new series is scheduled to start Aug. 15 Cooperating with the producers will be the U. S. Department of Defense and the U. S. Navy.

Film Importers

(*Continued from page* 1)

made at a meeting of the board here this week, it was reported yesterday. As soon as the executive trio is elected, it was said, they will then appoint seven committees to carry out the basic aims of the organization. The committees will include ones on membership, censorship, public relations and publicity, legislation and taxation, trade practices, foreign affairs, and festivals.

The first assignment of the membership committee, it was reported, will be to consider ten more applicants for membership on the board of directors. Presently on the board are Conrad Baker, Thomas Brandon, Richard Brandt, Jack Ellis, Daniel Frankel, Max A. Goldberg, Jean Goldwurm, Richard Gordon, Joseph Green, Cy Harvey, Peter Horner, Frank Kassler, Edward L. Kingsley, Joseph E. Levine, Ilya Lopert, Fae Miske, Munio Podhorzer, George Roth, and Sanford Weiner.

At its meeting this week the board passed a resolution expressing the profound sadness of its members upon the passing of Jean Benoit-Levy, the French documentary producer.

'Big Circus' Grosses In N.E. Reported Big

Top grosses for the Irwin Allen production "The Big Circus" in three New England engagements were reported yesterday by Morey R. Goldstein, viee-president and general sales manager of Allied Artists.

The three openings were at the Capitol Theatre in Worcester, Mass., with a first day's gross of $1,260, the Paramount Theatre in New Haven with $1,021 and the Empire Theatre, Fall River, with a first day's figure of $941.

Meanwhile, at the Roxy Theatre in New York the Wednesday gross of the third week, $7,725, topped by almost $1,000 the figure recorded on the Wednesday of the second week.

'Capone' in Record Gross

Allied Artists "Al Capone" racked up a "tremendous" opening day gross of $142,454 on Wednesday, the first day of its New York saturation engagement in 69 theatres, Morey R. Goldstein, vice-president and general sales manager of the company announced. Of the overall gross $75,000 came from 28 RKO theatres participating in the saturation booking. This was said to be one of the best opening days the circuit has recorded in the past 20 years.

'Tingler' Brings $5,700

DETROIT, Aug. 6.—Columbia's "The Tingler" rolled up a huge gross of $5,700 for the opening day of its world premiere engagement at the Broadway Capitol Theatre here. The total was the biggest opening of any Columbia film in the history of the theatre and the biggest week-day opening at the Broadway Capitol in five years, it was reported.

Hamrick Starts New Theatre in Portland

PORTLAND, Ore., Aug. 6.—T Hamrick Theatres has started c struction of its new theatre h with opening scheduled for early t year. Plans call for a 55-foot scr in an auditorium seating 650, ar modern store. Katherine Marshall be executive manager.

Competitor

(*Continued from page* 1)

peal to the roto editor of the *Bedford Standard-Times* for an i tutional spread of forthcoming p uct. Their efforts were rewarded w on Aug. 2, the roto section came with a double-page spread hea "Top Movies Due in City," with shots from scenes of 12 different fi plus several smaller cuts of the st

This is not the first time that type of public relations has b granted by the editors of the pa Twice before when these enterpris exhibitors believed they had sc special product to sell the pub the owners of the *Standard-Times* operated with a big roto display.

Text of Display

Copy in the new display rea "Movies are more popular than e . . . thanks to a succession of t drawer films from the studios of H lywood. Ahead for Greater-Bos theatre-goers are a number of excit and appealing movies. Steadily-ris caliber of films has brought a boom increase in attendance in theatres, clare two men who are in a position know whereof they speak—Ha Zeitz of Zeitz Theatres and Mo Simms of New England Theatr Weekly attendance is expected to 80,000000 this summer, both n note, with films such as the ones d in New Bedford at the Olympia, Sta Capitol and Empire Theatres destin to keep that attendance figure hig

To Show 'Anne Frank

(*Continued from page* 1)

"Anne Frank" will make it one the most widely viewed festival pr sentations. It has been shown at t Cannes Film Festival and will shown at the Moscow Film Festiv

Canadian Pioneers Set Annual Golf Fete

Special to THE DAILY

TORONTO, Aug. 6.—The annu golf tournament of the Canadian Pi ture Pioneers will be held Aug. 2 with Dan Krendel, the overall chai man. Archie Laurie is handling t golfing chores, Al Perly, cash co tributions, Andy Rouse, Norm Rae an Hilda Cunningham, prizes, Joe Be mack and Bill Foreman, ticket sale Harry Sullivan and Chuck Sweene booty bags and Chet Friedman jack pot raffle, Fergus Martin, dinner an bar arrangements.

What's the best way to SKIN A CALICO CAT?

OR—re-phrasing the question—what is the best way to release a picture in 16mm color? That's the problem!

Actually, there are 9 methods of skinning this particular cat; each has a different cost, each has different technical pros and cons. All assure effective results. Advising the industry in situations such as this is a daily service of the Eastman Technical Service for Motion Picture Film.

Offices located at strategic points. Inquiries are invited.

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BOOK IT THRU

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 28 NEW YORK, U.S.A., MONDAY, AUGUST 10, 1959 TEN CENTS

in Week

yers' Blast eps up Pace f TOA Feud

s Achievement Claims Raiding 'Allied Areas'

From THE DAILY Bureau

ASHINGTON, Aug. 9.—Continu- ts running attack on its rival na- l theatre organization, Allied s at the weekend accused Thea- Owners of America of outdistanc- the Soviet in the matter of un- ded claims and imaginary evements.

pidly assuming the proportions of l-out feud, Allied appears to have spurred to the attack by recent membership excursions into both d and virgin exhibitor territory. yelps from the Allied side could

(*Continued on page 7*)

TOA Claims 60% .S. Theatre Owners

ixty per cent of all American the- owners are members of TOA," the nt Theatre Owners of America bership bulletin asserts under the ing, "TOA—Stronger Than Ever." 958-'59 dues collections topped previous year by 22 per cent,"

(*Continued on page 7*)

nn. MPTO Had Good) Legislative Record

Special to THE DAILY

EW HAVEN, Aug. 9. — Of nine affecting theatres or films in- ced in the Connecticut senate eight in the house during the last on of the legislature, none was

(*Continued on page 6*)

TELEVISION TODAY—page 6

MPAA-ACE Group Can't Make Trade Practice Commitments for Companies

Distribution sources have made it clear again that no committee or sub-committee engaged in the current Motion Picture Association-American Congress of Exhibitors conferences is empowered to make any commitment which would be binding upon a company in the area of competitive trade practices.

Although it had been previously stated by distribution sources that MPAA-ACE conferees could make no commitments in the competitive trade practices area, the subject was re-

(*Continued on page 3*)

Global Policy for UA Major Films

Most of the major product of United Artists will be released world-wide on a simultaneous basis, it was announced at the weekend by Arthur B. Krim, president, and Robert S. Benjamin, chairman of the board. They made the policy statement emphasizing "global thinking" on the eve of the company's first intercontinental promotion conferences which get un-

(*Continued on pege 3*)

To Make Plans for 'Beach' Tomorrow

Global promotion plans for the 22 simultaneous world previeres of Stanley Kramer's production "On The Beach" on Dec. 17 will be formulated tomorrow at the second session of United Artists' intercontinental promotion conferences here.

Producer-director Kramer will address the meeting and the work ses-

(*Continued on page 2*)

See No Action Now on Out-of-State Taxation

From THE DAILY Bureau

WASHINGTON, Aug. 9. — Congressional tax experts think there is little chance for action this year on legislation to limit the power of states to tax out-of-state companies.

They believe this despite the ac-

(*Continued on page 2*)

Skouras Will Continue Discussions in Moscow

Spyros Skouras, 20th Century-Fox president, has extended his stay in Moscow with the result that his current European trip will not be completed for another two weeks or so.

Trade reports were that Skouras is endeavoring to arrange for either

(*Continued on page 2*)

Set Dates For ACE-MPAA Sub-Committee Meets On Product and Aid to Small Theatres

Dates for the first meetings of two more sub-committees appointed following the recent joint meeting of the Motion Picture Assn. and American Congress of Exhibitors were announced at the weekend by Eric Johnston, MPAA president and S. H. Fabian, ACE chairman.

The subcommittee for product will meet tomorrow at 10:30 A.M. in the MPAA board room. Representing ACE will be Fabian and Sol A. Schwartz; for MPAA—Barney Balaban and Abe Schneider.

The committee to aid small theatres is scheduled to meet Thursday, Aug. 20 at 10:30 A.M. in the MPAA board room. Representing ACE on this committee will be Horace Adams, George Kerasotes and Irving Dollinger; for MPAA—Arthur Krim, Robert Benjamin and Abe Montague.

The meeting of the advertising subcommittee, scheduled for Wednesday at 11 A.M. in the MPAA board room, was announced previously.

To Serve 13,000

Telephone Co. Wires Set for Telemeter Test

To Install 84 Miles of Cable for Etobicoke Trial

Special to THE DAILY

TORONTO, Aug. 9. — Paramount Pictures' pay-as-you-see television came closer to realization in the Toronto area on Friday with the signing of a contract between the Bell Telephone Co. and Famous Players Canadian Corp.

Dr. W. H. Cruickshank, Bell Telephone vice-president and Toronto area general manager, and J. J. Fitzgibbons, president of Famous Players, signed an agreement whereby the telephone company during the next few months will install some 84 miles of cable in Etobicoke to make the new type of commercial-free TV possible.

Following regular telephone routes

(*Continued on page 6*)

Spartanburg Council Repeals 'Blue Law'

Special to THE DAILY

SPARTANBURG, S. C., Aug. 9.—Denouncing an old city "blue law" as "absurd," "silly" and "unenforceable," the Spartanburg City Council has repealed the ordinance and agreed to a policy of non-enforcement of the state's no-work law on the Sabbath;

(*Continued on page 6*)

Mayfair to Remove Cinemiracle Equipment

Negotiations for the presentation of "Windjammer," now being distributed by NTA Pictures, at the Mayfair Thetre here have failed, and the Cinemiracle equipment installed there for the projection of the Soviet Kinepano-

(*Continued on page 2*)

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PERSONAL MENTION

STEVE BROIDY, president of Allied Artists, returned to Hollywood at the weekend from New York.

•

B. G. KRANZE, vice - president of Stanley Warner Cinerama Corp., left New York yesterday for the Cinerama premiere in Sao Paulo, Brazil after which he will visit Argentina, Chile, Peru and Venezuela.

•

NATHAN CUMMINGS, member of the Loew's, Inc., directorate, was married in the Plaza Hotel here yesterday to JOANNE RUTH TOOR.

•

R. J. "HAP" BARNES, president of ABC Theatrical Enterprises, Atlanta, has returned there from Knoxville, Tenn.

•

BURT LANCASTER arrived in New York over the weekend from Hollywood for a series of conferences with officials of United Artists.

•

MRS. J. E. HOBBS, wife of the Allied Artists branch manager in Atlanta, has returned to her home there following treatment at a local hospitaul.

•

CHARLES BOREN, owner of station WAMY, Amory, Miss., has returned there with his family following a vacation in Florida.

•

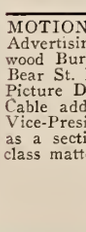
MRS. ESTHER OSLEY, of the booking department at Exhibitors Service Co., Atlanta, has left there for a Florida vacation.

•

MRS. WILLIAM RICHARDSON, wife of the president of Capital Releasing Corp., Atlanta, has entered a local hospital there for surgery.

•

MRS. J. T. BRANNON of Thomaston, Ga., has given birth there to a girl. Father is head of the Starlite Drive-in Theatre in that city.



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U. S. Film Guaranty Program Is Cut to $1,550,000 for Current Fiscal Year

By J. A. OTTEN

WASHINGTON, Aug. 9.—The government's Information Media Guaranty Program for motion picture companies during the current fiscal year will be slightly below the level for last year, according to Robert Beers, U.S. Information Agency official in charge of the program.

The reduction is due to Congressional cuts in the appropriations requested. The film guaranty program will be alloted $1,550,000 for the fiscal year that began July 1, compared to $1,662,181 for the fiscal year that ended June 30. Beers pointed out, however, that the film program is being reduced proportionately less than other media programs. The total allowance for all media was reduced from $9,800,348 last year to $8,559,000 this year.

Convertibility Guaranteed

The program guarantees film producers, book publishers and others the convertibility of certain earnings in certain foreign countries.

The film program during the current year will cover the same four countries as in previous years, Beers said. These are Poland, Yugoslavia, Turkey, and Viet Nam. However, due to the reduced allotment, U. S. I. A. will not be able to carry out its plans to cover new countries this year. Beers said the film allotment would provide full coverage for film company earnings in Poland and Yugoslavia and partial coverage in the remaining two countries.

Mayfair to Remove

(*Continued from page* 1)

rama features will be removed, it was learned at the weekend.

The Soviet engagement ends today at the Mayfair, and the removal of equipment is expected to take about two weeks. It is reported that "several things are in negotiation" for presentation at the theatre, but that no deals have been definitely signed.

Just prior to the Soviet leasing the Mayfair had been principally showing re-issues, although the theatre played first-run product since being dropped by the Brandt circuit in 1957.

'Huck' Popular Abroad

Producer Samuel Goldwyn, Jr., in the midst of a search for a boy to play the lead in "The Adventures of Huckleberry Finn," notes that the American classic has tremendous following abroad, too. Among the thousands of letters received at MGM from boys and parents regarding potential candidates for the role of "Huck," many have come from France, England, South Africa, Ireland, Scotland, Italy and Mexico—in addition to all but two states of the Union.

Newspaper Publicity For 'Blue' Discussion

Special to THE DAILY

CHICAGO, Aug. 9.—More than 600 prominent opinion-makers crowded the Carnegie Theatre here Friday for a special showing of "Blue Denim" and a discussion which followed. With Dr. Bergen Evans as moderator, the discussion became very heated over the question of illegal operations in which several members of the audience praised the film company for making the picture, while others attacked Fox for even approaching the subject matter.

The discussion received elaborate space in all four Chicago newspapers.

See No Action Now

(*Continued from page* 1)

tion of the Senate Finance Committee last week approving a bill putting some limit on the states' power. Chances are considered slim for Senate approval and the House is almost certain not to act this year.

The problem arises from recent Supreme Court decisions giving the states broad new power to tax the income of interstate companies. The court decisions gave the states authority to tax money earned in the state by outside companies even if they did not maintain offices.

The finance committee bill would provide that any interstate companies would be immune to state income taxes if its business operations were confined to sales activity in the state. The bill would, not, however, be retroactive.

Many Congressional experts believe that a constitutional amendment would be required to overturn the Supreme Court's decision. A House Judiciary Subcommittee is scheduled to study the whole problem this fall.

Plans for 'Beach'

(*Continued from page* 1)

sion attended by key UA promotion and sales executives from both sides of the Atlantic. A special screening for home office and foreign officials and members of the company's advertising, publicity and exploitation staff has been set for tomorrow.

Also attending will be Myer Beck, New York representative for Kramer, and Maurice Bergman, supervisor of the global premiere publicity unit.

Sidewalk Phones in Detr Offer 'Room 43' Plug Fr

Special to THE DAILY

DETROIT, Aug. 9.—The gi season is in full bloom here. La a battery of telephones on a black velvet-covered table outsid Fox Theatre. The passerby, on one of the phones, immediately played back a dramatic section sound track from the top half current show, "Room 43." The p are hooked up to an instrument office of managing director Bothwell.

31 Pitt. Theatres A To Join in Basle Su

Special to THE DAILY

PITTSBURGH, Aug. 9.—The ers of 31 theatres in the Pittsl district appeared late last week Judge John W. McIlvaine of United States District Court fo Western District of Pennsylvania, tioning the court for permission come parties in the suit of Basle tres, Inc., against Warner Bro Loew's, United Artists and othe tributors.

The exhibitors claimed the di utors, in "pretended compliance Judge McIlvaine's decree in case," had initiated a system of pulsory competitive bidding clearances for the independent tres following the Pittsburg down run. They complained that they arbitrarily placed in zones and required to bid against other the in their zones regardless of wh or not they were in substantial petition with each other; that number of prints available in zone and for Pittsburgh generally been substantially reduced; and the successful bidder was given ance over other theatres in the

Charge Delays Created

They asserted that this, "in of expediting the exhibition of pic in the subsequent runs of the burgh area as Judge McIlvaine int ed," created delays which the jud his decree in the Basle case tri prevent.

Judge McIlvaine asked counse file briefs on the matter and pre ably the lawyers will argue the tion before him sometime in Sep ber.

Skouras-Soviet

(*Continued from page* 1)

co-production in the Soviet or thorization to film Soviet backgro for a 20th-Fox production. On co sion of his Moscow stay he pla visit other capitals of Continenta tions.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. J Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. H wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Cluh, Washington, D. C.; London Bure Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. M Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7- Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Galla Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

lobal Policy

(Continued from page 1)

vay here to day at the home of-

n a joint message to UA personnel nd the world, Krim and Benjamin lared, "In the distribution of films ay, we think of the world as one ket. Most of our major films today being released on a contemporane- world-wide basis. The time lag of months or more that used to sep- e the marketing of films in domes- and foreign territories no longer ts."

he UA executives cited the dis- ution and promotion patterns for lomon and Sheba" and "On the ch" as examples of the new al policy. Edward Small's "Solo- and Sheba' will be playing both and abroad around Christmas . Global premieres for Stanley mer's "On the Beach" will take e simultaneously in 22 major s of the world on Dec. 17.

Activities Being Unified

With the consolidation of the ld's market," the message contin- , "we are unifying our domestic foreign activities in promotion sales to develop this vast poten- Through an overall pattern of al promotion and cross-promo- , we are hopeful of maintaining upward growth momentum."

he conferences get underway to- with keynote addresses by Arnold Picker, vice-president in charge oreign distribution, and vice-presi- ts William J. Heineman and Max Youngstein. Roger H. Lewis, vice- sident in charge of advertising, licity and exploitation, is chairing first of the conferences to formu- global promotion and sales plans. lore than 75 top-echelon promo- and sales executives from both s of the Atlantic will participate in meetings. Morton Nathanson, di- or of international advertising and licity is supervising the confer- e program. Fred Goldberg, nation- director of advertising, publicity exploitation, will co-chair the k sessions.

Home Office Officials Present

ey home office executives partici- ng in the meetings include James Velde, vice-president in charge of nestic sales; Louis Lober, vice- sident in charge of foreign opera- s; Herbert L. Golden, vice-presi- t in charge of operations; Bruce ls, executive vice-president of ted Artists Television; David V. ker, executive vice-president of ted Artists Records, and Mo Roth- n and Alfred Katz, foreign depart- nt executives.

op foreign officials include Charles ndja, vice-president in charge of opean production; Giulio Asca- i, Continental director of advertis- and publicity; Karl Scheffler, pub- y manager for Germany; Joe Pole, licity manager for Great Britain, Francis Winikus, European assist- to Max E. Youngstein.

Promotion executives attending in- de: Samuel Cohen, foreign publici- ty manager; Burt Sloane, publicity manager; Maurice Segal, West Coast publicity coordinator; Joseph Gould, advertising manager; Mori Krushen, exploitation manager; Andy Albeck, foreign administrative manager; Harry Goldstein, assistant advertising manager; Al Fisher, assistant exploitation manager; Larry Schneider, assistant foreign publicity manager, and Val Coleman, assistant publicity manager.

The meetings continue through Friday.

REVIEW:

That Kind of Woman

Ponti-Girosi—Paramount

ONE OF THE busiest actresses on the screen today, Sophia Loren has her most sumptuous showcase yet in "That Kind of Woman." Other films she has fit into; this one was tailored just for her.

Starting out in a light comic mood, the picture slowly begins to shift its tone until the last scenes go heavily dramatic as the heroine wrestles with a serious romantic problem. The transition is smoothly achieved, however, and is almost imperceptible, for the film was made by top craftsmen in every department.

As is usual in her pictures, Miss Loren has a popular male co-star in Tab Hunter. With these two names and a romantic theme of wide and proven appeal, especially to the ladies, this Ponti-Girosi Production should indeed do well at the box office.

The kind of woman that Miss Loren plays is a kept one. She is the beautiful mistress of a mysterious financier who, while on holiday from her lover, meets a young soldier on a train travelling from Miami to New York. The time is 1944, and the heroine looks on her encounter with the young paratrooper, who is bound ultimately for some unknown battlefield, as a brief interlude soon to be forgotten.

Once in New York, however, the soldier, who has fallen desperately in love at first sight, begins an intensive pursuit of the girl in spite of the fact that she has told him she is the "property" of another man. The soldier is interested in making her an honest woman; he wants her to marry him and go alone on his three-day leave to Vermont to meet his folks.

MEANWHILE THE OTHER rival is pleading his case, which is based on money and security. Which man does the lady choose? Love wins, of course.

To state the plot of "That Kind of Woman" so baldly provides no indication of what the director and his players have made of their material, which happens to be a great deal. Sidney Lumet, who directed, has an extraordinary talent for establishing character and mood swiftly and sharply. Through adroit use of his players and the actual New York City backgrounds (the film was shot here in its entirety) he gives the picture a shiny and professional gloss.

Throughout the dramatic proceedings Miss Loren moves with an assurance that a much older and more experienced actress might envy. She also looks chic in a stunning wardrobe that will have the female audience agog. Hunter plays the paratrooper with quiet intensity, and George Sanders fairly drips with elegance and sophistication as his millionaire rival.

The major comedy relief is supplied by Jack Warden as an extroverted, free-living soldier friend of Hunter, and Barbara Nichols as a "dumb blonde" companion to Miss Loren whose occupation also is that of kept woman. Keenan Wynn gives a characteristically vigorous performance as a strong-arm man for Sanders.

The screenplay was by Walter Bernstein from a story by Robert Lowry. Running time, 92 minutes. Adult classification. Release, in September.

RICHARD GERTNER

Glomar Lists Film

Glomar Productions, Inc., new film company here, will make as its first production, "Dusk to Dusk," from an original screenplay by Rudy Martinelli, it was announced at the weekend by Eleanore Kendrick, vice-president.

Colt Firearms Sets Tie-In for 'Trail'

Special to THE DAILY

HARTFORD, Conn., Aug. 9.—The Colt Firearms Company announced here at the weekend a national promotion campaign tied into the coast-to-coast release of 20th Century-Fox's "The Oregon Trail." The promotion marks the first motion picture tie-up in which the Colt Company has ever participated.

The campaign calls for the Richard Einfeld production to receive special attention in all Colt newspaper and magazine advertising during the next three months. The Colt frontier pistol figures prominently in the film.

Fred A. Roff, president of Colt, flies to Oregon this week to participate in Wednesday's world premiere of "The Oregon Trail" at Portland which will be part of the state's Centennial celebration of its founding.

Colt also is planning for its national field force to join local theatres in setting up special displays of firearms in connection with playdates of "The Oregon Trail."

MPAA-ACE

(Continued from page 1)

vived again when the conferees announced that the subject of aid to small theatres was one of four subjects that would be explored and reported upon to the main committees.

Only in that subject might discussions of trade practices arise. The other subjects cleared by the main committees are increased production, advertising and research.

Trade sources believe that the subcommittee on aid to small theatres may very well get into trade practice discussions, probably with exhibitor representatives stating what they believe might be done to be of help to hard-pressed theatre owners. The main function of such discussions, it is felt, would be educational, a presentation of the problems which confront some theatres, and the opportunity to get distribution minds thinking about them.

If the solution, for example, might appear to be lower rentals, earlier availabilities or, perhaps, concessions in clearance and run, or any other competitive practice, it would obviously be beyond the province of an MPAA or ACE committee to grant.

The matter, it was emphasized, would be entirely between buyer and seller, if anything could be done.

All Seem Willing to Talk

All companies appear willing to discuss such subjects individually with their customers. But all are emphatically opposed to becoming specific in the presence of their own or their customers' competitors.

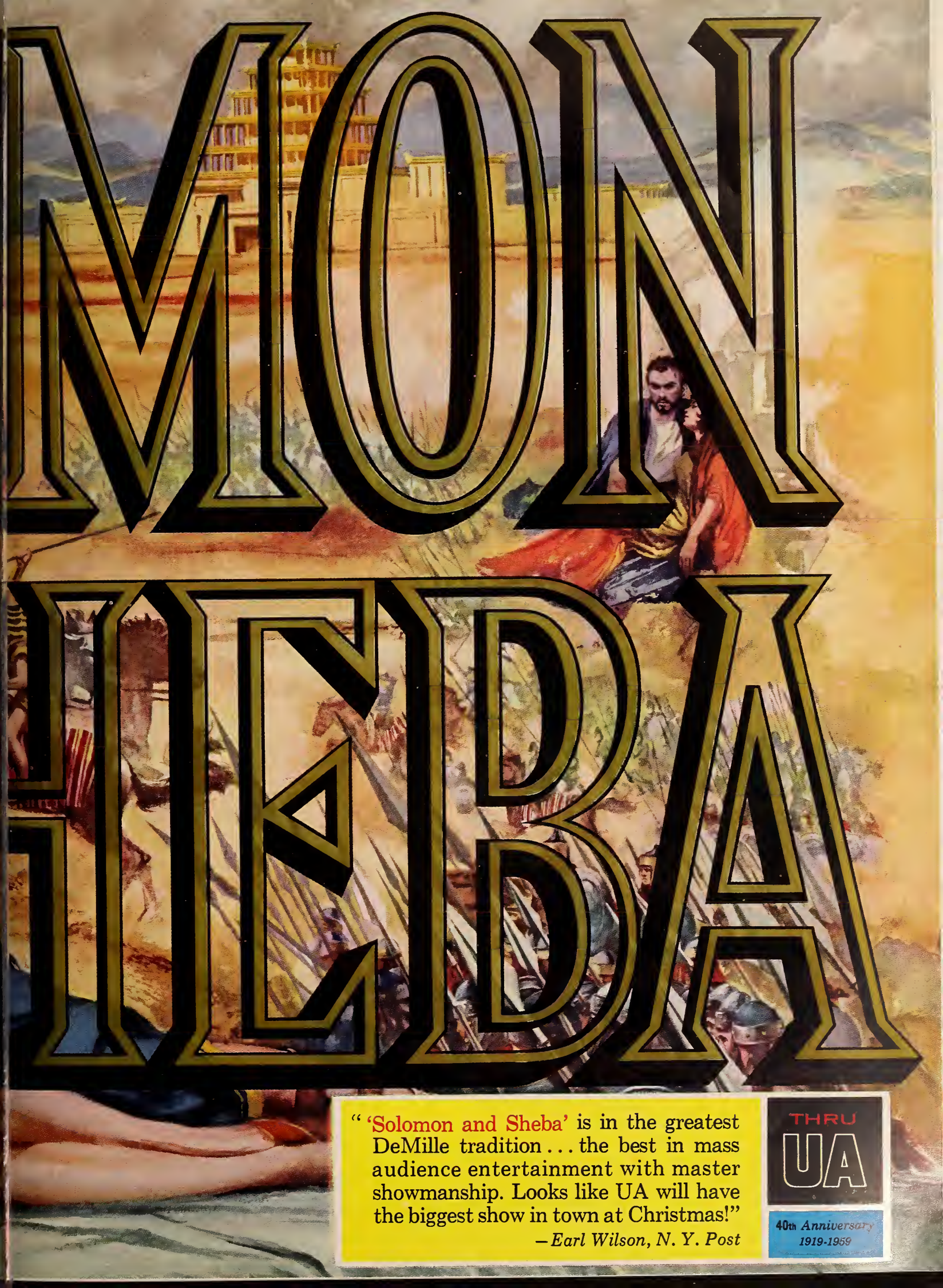
On the other hand, if such non-competitive subjects as orderly distribution sales of films in groups and the like, are raised, whether or not the conferees wish to place them under the heading of trade practices, they are legally without significance and, hence, could become the subjects of general or specific understandings, some distribution sources said.

The difference would appear to be one of terminology, what is clearly a trade practice and what is simply a non-competitive and unquestionably legal accommodation, even though the latter are loosely termed trade practices.

2 'Ben-Hur' Bookings

Two additional bookings for "Ben-Hur" were announced by M-G-M at the weekend. The film will have its Southeastern premiere in Atlanta at the Roxy Theatre, with the opening to take place between Christmas and Feb. 1. The Southwestern bow will be in Dallas at the Tower Theatre.

SOLO
and



"'Solomon and Sheba' is in the greatest DeMille tradition . . . the best in mass audience entertainment with master showmanship. Looks like UA will have the biggest show in town at Christmas!"
—*Earl Wilson, N. Y. Post*

THRU UA

40th *Anniversary*
1919-1959

Television Today

CBS News Forms New Special Show Unit

Formation of an additional Special Show Unit and the promotion of Av Westin to producer in charge were announced at the weekend by John F. Day, director of news for CBS News, as the division prepared for an expanded schedule of informational programming.

Day said the new unit will be one of the production teams assigned to "CBS Reports," a series of hour-long informational broadcasts to be presented in prime evening time over the CBS Television Network, and be available for "news specials" as events warrant.

Joined Web in 1949

Westin advances from the post of associate producer an director of the first Special Show Unit, which developed the news special as a flexible means of providing background and interpretation to major news stories on as little as a few hours' notice. He joined CBS News in 1949, at the age of 19, and prior to his assignment on news specials, he served successfully as a news writer, reporter, news editor and director.

Warner-Lambert Signs For 'Person to Person'

Warner - Lambert Pharmaceutical Company, Inc. has signed for alternate-week sponsorship of the CBS Television Network's "Person to Person" series effective Friday, October 2, it was announced by William H. Hylan, CBS Television Network vice-president of sales administration. Warner-Lambert joins Pharmaceuticals, Inc., announced earlier as a sponsor of "Person to Person."

The new "Person to Person" series, with Charles Collingwood as host, will extend the format of the original program by means of weekly-video-taped or filmed "visits" with dignitaries and personalities in Europe and other continents of the world.

Godfrey to Return On CBS-TV Special

Arthur Godfrey will return to the telewaves after an absence of four months as the star of a full-hour variety show over the CBS Television Network, Wednesday, Sept. 16 at 10 P.M. The program, details of which are being worked out, will include originations from Hawaii and Godfrey's farm in Virginia.

The special program will be presented under the sponsorship of Benrus Watch Co., Kitchens of Sara Lee, and Hoover Vacuum Cleaners. Godfrey may do as many as four TV specials during the 1959-60 season, it is reported.

Rod Serling Signs New 3-Year Pact with CBS

Rod Serling has signed a three-year contract calling for his exclusive services with the CBS Television Network, it was announced by William Dozier, CBS Television Network vice-president, programs, Hollywood. Under provisions of the contract, Serling will develop new properties for the network through his Cayuga Productions, Inc., as well as create a number of scripts for "Playhouse 90."

Is Executive Producer

Serling is executive producer for Cayuga Productions and writer-creator of the new series, "Twilight Zone," which makes it debut on the CBS Television Network Friday, October 2, 10:00-10:30 P.M., EDT.

'Ethel Merman Show' Set as Ford Special

Ethel Merman has been signed to star in a musical variety presentation "The Ethel Merman Show," to be produced as one of the Ford series of special colorcasts each Tuesday night (9:30-10:30 P.M., NYT) over the NBC-TV Network during the 1959-60 season. Date for the show will be announced.

Robinson Recruiting Staff

According to executive producer Hubbell Robinson, "The Ethel Merman Show" will feature highlights in song and dance of Miss Merman's career—from her Broadway debut in "Cirl Crazy to her current hit performance in "Gypsy." Creative staff for "The Ethel Merman Show," including producer, director and adapter, is now under consideration by Robinson's company, Hubbell Robinson Productions, Inc.

Casper, Wyo., Station Joins CBS-TV Network

Station KTWO-TV Casper, Wyo., has joined the CBS Television Network as an interconnected affiliate in the Extended Market Plan (EMP) group. KTWO-TV replaced Station KSPR-TV Casper, Wyo., which went off the air and discontinued operations at the close of business July 22.

KTWO-TV, operating on Channel 2, is owned and operated by Rocky Mountain Tele Stations, Beverly Hills, Calif.

Brandt Opens Offices

Joseph A. Brandt, financial consultant specializing in investment services for the television film industry, has opened offices here at 250 West 57th Street. Brandt formerly was controller for National Telefilm Associates and vice-president in charge of finance for Cruen Industries.

Spartanburg Council

(*Continued from page* 1)

Councilmen then proceeded to attack enforcement of the state law which has been carried out by city police for the past three Sudays.

Several weeks ago the city agreed to assist County Sheriff B. B. Brockman in enforcing Section 64-2 of the state statutes, which prohibits work on Sunday. For the past two Sundays, however, the city has used only one police officer for this purpose.

At a meeting last week, city councilman L. L. Hyatt offered a proposed amendment to the old city "blue law" which would allow Sunday amusements and certain other specific businesses to operate.

Urges Amendment

Commissioner Hyatt said his idea was to amend the stringent city law which prohibited everything from Sunday operation in the city, and to anticipate possible revision of the state law in the future.

Councilman Hyatt's amendment to the ordinance was not accepted, however. City council, instead, gave second and final reading to an ordinance repealing the old city "blue law." Effective now, therefore, there is no city law governing Sunday activities.

Council members, anticipating criticism, pointed out that repeal of the city's "blue law" ordinance does not mean that the town is "wide open." Instead, the state law is still on the books.

However Spartanburg City Council agreed to notify County Sheriff B. B. Brockman "frankly" that the city would no longer aid his forces in enforcing the no work section of the state statute in the city. Circuit Court Solicitor Allen Lambright, took note of this decision by the city.

"The city has adopted a policy that they are not going to enforce the state statute law, then some authority could be called in to protect the citizens of Spartanburg. The mayor and council are accountable for this decision," Lambright declared.

Believes Sheriff Would Act

The solicitor said that he had not talked with sheriff Brockman, but he felt that the latter would not enter the city to enforce the no work law unless he were invited. "On the other hand," he added, "the sheriff would probably act in the city in the event there was a violation of the law prohibiting interludes and amusements (Sunday movies)."

Conn. MPTO

(*Continued from page* 1)

enacted that seriously affects the industry and several "frontal attacks" on the industry were defeated, Herman M. Levy, executive secretary of M.P.T.O. of Connecticut, reports in a bulletin to members.

"We point with what we hope is pardonable pride to our good record over the years in the Legislature," the bulletin says. "However, we are never unmindful of the assistance that we have received from our members. We take this opportunity to express our gratitude for all of that help."

Telemeter Te

(*Continued from page* 1)

the new cable system partly un ground and partly on poles wi able to serve 13,000 Etobicoke ho holds. It can readily be expande serve 40,000 households in the st ern section of metropolitan Tor all from the studio to be establi at the corner of Royal York Road a Bloor Street West. By mid-wi 5,000 households are expected t subscribing to the service.

Dr. Cruickshank said the Bell would begin their work before end of the summer. Much of the paratory planning and engineering already been done, he stated.

First of Its Type, He Says

"Our system will be the first type in the world," Fitzgibbons "Under our plan the subscriber pay only for programs he selects Telemeter units, about the size small table radio, will be associ with each subscriber's television and wired into the special cable work linking all the units with studio. These units will take c indicate a credit when an over ment is made and keep a magn tape record of all programs view

Channel 5—inactive in Toron is the only channel on the TV set be used, but Telemeter subscri will have a choice of three progr through their Telemeter units. operators, Trans Canada Telem Ltd., a division of Famous Play expect to offer current mo "blacked-out" sports events, certs, operas and other "live" sh An additional channel, known a "barker" will give program and p information before the programs gin.

S.C. Theatres Will Stop Sunday Films

Special to THE DAILY

DARLINGTON, S.C., Aug. 9.— Jack D. Fuller, vice-president of D lington Theatres, Inc., announ that the Darlington theatre, wh has been open for four Sundays, "I discontinue Sabbath operations cause we have been unable to ob a City Council permit."

Fuller explained that his comp had regarded the opening of his th tre in Darlington as a test of state's "ambiguous and outdated" b laws, but that the owners are tak the present action "because we h no wish to violate a special stat which says that Sunday movies legal in Darlington only if a per is secured from the city council.

Decision Subjects to Change

Fuller added, however, that "t decision to close is subject to cha should the present situation be tered by any court or legislative cision affecting the reasons for t step. We had hoped to secure such permit," he said, "because theat in nearby towns are operating a the absence of operation here puts at a disadvantage."

PEOPLE

Paul Adorian, a member of the oard of George Humphries & Co., ic., London, film processors, has been ected chairman of the company. He so has been appointed chairman of c subsidiary company, Mole-Richdson (England) Ltd. A past presint of the British Institute of Radio ngineers, he also is managing direcr of Associated-Rediffusion.

□

Glenn Calvert, of Memphis, has en named office manager of the arner Brothers exchange in Atlanta. ed" Carter is the new booker in e exchange, succeeding J. C. Steely, ho has been promoted to the sales partment.

OA Claims 60%

(*Continued from page* 1)

DA reports. "Two new state units ined TOA in July—the Mississippi ieatre Owners Ass'n., and the Maryd Theatre Owners Ass'n., giving us state and regional branches.

"Small theatres vastly outnumber cuits on our membership rolls!

"These are the amazing gains presint George Kerasotes is happy to reort to you. TOA has never been bigr, stronger or more representative exhibition. And dues payments for e new fiscal year which started July are running way ahead of last year. dicating a continuing momentum ur continued support of TOA in this nner presages another important ar for your trade association."

The bulletin advises that TOA's anal convention, to be held Nov. 9- in the Hotel Sherman, Chicago, ll be highlighted by showmanship, oduct and drive-ins. "Major aim of e convention will be to give you ncrete ticket-selling help," it adses. A convention trade show of ver 150 booths is assured, and Pepsi la and Coca-Cola will be among e hosts for events on the convenon's social calendar.

The annual TOA board meeting will held Nov. 8.

The TOA bulletin welcomes to embership in its affiliate, the Mountin States Theatres Ass'n., Otto Jornsen, owner of the Main Theatre, arland, Utah.

1 Previews for 'Kiss'

To launch MGM's "It Started With Kiss" as the company's first major traction for the 1959-60 fiscal year ginning Sept. 1, the company has ied up 31 nationwide previews of e Arcola Production from coast to ast to be held in conjunction with GM's sales and press representaes in every key city next week as rt of an extensive merchandising mpaign.

Special invitations and programs ve been provided in each situation ith guest lists including exhibitors, ess and radio-TV contacts and her opinion makers.

Myers' Blast Steps Up Pace of TOA Feud

(*Continued from page* 1)

indicate that some TOA gains that hurt may have been made.

A week ago, Meyer Leventhal, president of Allied Theatre Owners of Maryland, led off the attack, or more accurately, perhaps—the reprisal—by vigorously criticizing TOA for establishing an organization in Maryland. On July 13, 55 Maryland theatres formed a TOA unit with John G. Broumas as president.

Not 'Biggest' Says Allied

Yesterday, the office of Abram F. Myers, Allied chairman and general counsel, issued a five-page, single-spaced document rejecting TOA claims to supremacy or primacy in such areas as "biggest exhibitor organization," the one most actively opposed to toll-TV, the champion of revised Paramount case consent decrees, the one to achieve orderly release of pictures, most effective role in preventing the sale of post-'48 films to TV, instigator of group insurance plan for exhibitors, and several other contentions.

The material, Myers charges, is being used by TOA "in proselyting in Allied and other territories in which it is not represented."

"We are all familiar," he observes, "with the boasting of Krushchev and his Kremlin buddies—how Russians invented the telephone, the airplane, etc. But experienced exhibitors who have noted industry developments through the years will agree that when it comes to bragging and making extravagant claims, the Russians have been surpassed by TOA."

Points to Regional Groups

Myers expresses doubt about the soundness of a TOA claim that it is the "largest exhibitor organization in North America—the exhibitor's most potent voice." He enters the counter-claim that Allied regional associations include "a clear majority of the independent dues-paying exhibitors." And as for TOA's voice, he says, while it may be the loudest, it is not the most potent.

TOA's "active units are almost all located in the South," he contends.

The Myers' document claims that the exhibitors' Joint Committee on Toll-TV was organized in 1954 in consequence of Allied invitations to other exhibitor organizations and that the committee functioned smoothly until TOA's Philip Harling succeeded the late Alfred Starr on the body, at which point, Myers charges, "trouble started."

Offers to Tell Story by Mail

It promises to mail Allied's version of what happened to any exhibitor who "still doesn't understand what led to the disruption of the Joint Committee."

Myers challenges TOA to be specific about what changes in the Paramount decrees it wants, other than the right of divorced theatre companies to engage in film production, which American Broadcasting-Paramount Theatres and RKO Theatres already have the right to do. He calls the attention of drive-in theatre owners to the fact that divorced circuits were prevented by their decrees from expanding when the drive-in boom was on and now are required to justify proposed expansion to the Federal court.

The Myers' brief adopts a raised-eyebrow attitude over TOA's purported claim that it secured "from all major distributors a pledge of more orderly release of films to end the holiday glut and rest-of-the-year famine." Indicating he was under the impression that it was Edward L. Hyman of AB-PT who campaigned for orderly release, Myers observes, nevertheless, that "If we accept the (TOA) claim that such (distributor) pledges were given, then we must assume that the distributors acted in bad faith."

Criticizes Hyman

He digresses to score Hyman for saying that numbers of pictures released are no longer important, because all companies are making better quality pictures capable of longer runs today.

"If Hyman is carrying to the film companies the message that their pictures are so good there is no need for increasing the quantity, then he deserves the condemnation of all small town exhibitors and their authorized spokesmen. It will be interesting to see if TOA will openly take issue with an official of the largest theatre circuit on this point which is of such great importance to the grassroots exhibitors."

Of an alleged TOA claim that by joining it an exhibitor can contribute to the "fight" to prevent the film companies from releasing post-'48 films to TV, Myers says: "Allied has kept the peace in a conscious effort to give ACE (American Congress of Exhibitors) a full opportunity to function with respect to issues on which all exhibitors are united. If there is any chance of persuading the film companies on the basis of facts and logic, that it is better business for them to withhold such product than to license it for a pitiful fragment of the original cost to TV, it is perfectly obvious that ACE can do a better job than TOA."

He takes up three other TOA "claims" which he says "answer themselves." One is that exhibitors are urged to join TOA to help carry through on the all-industry advertising campaign; another that TOA will "push" for an industry arbitration sytsem, and the third, that TOA plans to maintain constant liaison with Washington.

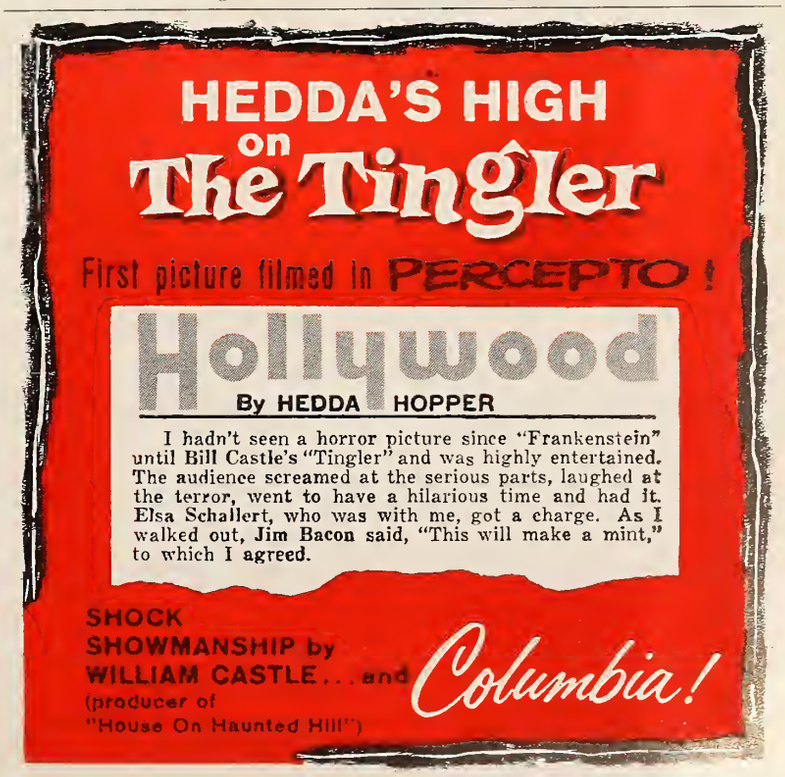
Of TOA's group insurance plan, Myers said a similar plan was considered and rejected by the Allied board in 1954 as being impractical for small exhibitors.

George Kerasotes, TOA president, at the weekend released comment on the Maryland Allied protest of last week saying that the Maryland exhibitors wanted the organization of their own choice, and no one was forced to join it. He rejected Leventhal's suggestion that steps be taken to dissolve the new organization.

TOA headquarters said Kerasotes had not seen the Myers' document so could not comment at this time.

'Woman' on Car Cards

Trans World Airlines has announced it will supplement its current newspaper display ad campaign with a schedule of car card ads, with full picture credit, during September for Paramount's "That Kind of Woman," a September release. Residents of the metropolitan New York, Boston and Philadelphia areas will be exposed to the car card ads.



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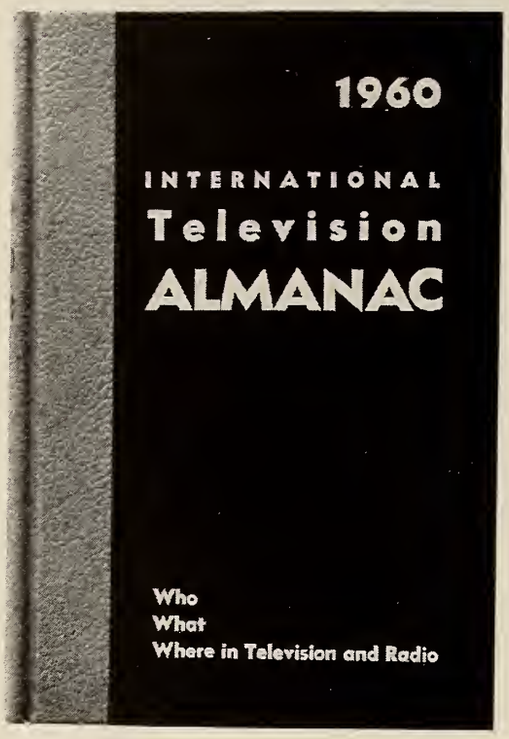

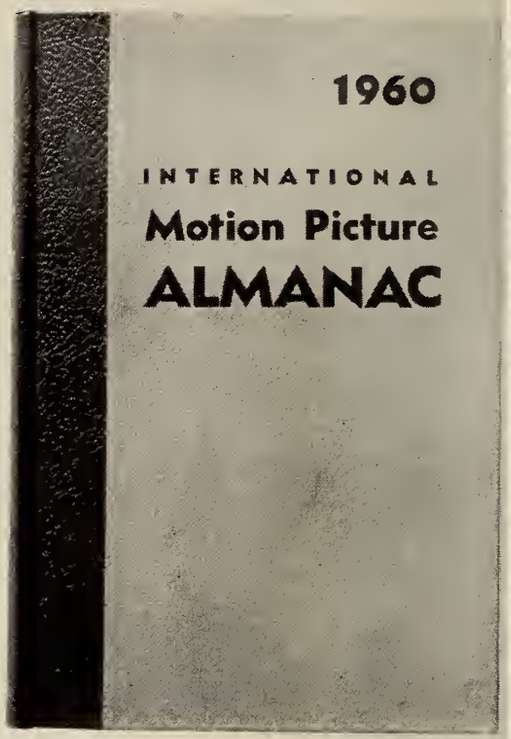

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 86, NO. 29 NEW YORK, U.S.A., TUESDAY, AUGUST 11, 1959 TEN CENTS

lyman Comments

Kerasotes Sees Attack on TOA Aimed at ACE

eels Myers' Criticisms May ause Split of TOA, Allied

Special to THE DAILY

SPRINGFIELD, Ill., Aug. 10.—The ggestion that Abram Myers, Allied ates chairman and general counsel, ay be provoking ill-feeling between s organization and Theatre Owners America in order to divide the two tional exhibitor organizations and ereby injure the American Congress Exhibitors in which they are funcning jointly at present, was made by eorge Kerasotes, TOA president, toy.

Asked for comment on a bulletin ued by Myers at the weekend which ntested a wide variety of claims said TOA is making "in proselyting Allied and other territories in which (TOA) is not represented," Kerasotes

(*Continued on page* 4)

Iompi Will Present 2 lew Awards at Meet

Special to THE DAILY

NEW ORLEANS, Aug. 10. — The coming annual convention of the omen of the Motion Picture Indus- in Jacksonville, Fla., Sept. 10-13, ll see the first presentation of two w awards, it has been announced re by Mrs. Gene Barnette, presint. The first will be an international ard to the WOMPI who has

(*Continued on page* 2)

ox in Philadelphia equired by Milgram

Special to THE DAILY

PHILADELPHIA, Aug. 10. — The x, National Theatres' first-run use originally scheduled to close s week, has been acquired by Milam Theatres, Inc., local circuit, aded by David E. Milgram. Finanl details of the deal were not re-

(*Continued on page* 5)

ELEVISION TODAY—page 5

U.A. Opens Global Promotion Meets Here; Top Executives Address Sessions

Keynoting United Artists first intercontinental promotion conferences here yesterday, vice-presidents Arnold M. Picker, William J. Heineman, Max E. Youngstein and Roger H. Lewis blueprinted a new era of unified domestic and foreign operations in both promotion and sales.

At the first of four days of meetings in UA's home office, Picker, vice-president in charge of foreign distribution, cited the impact of today's foreign market in the creation of a single, one-world motion picture industry. Heineman, vice-president, traced the growth of the "domestic" and "foreign" markets from almost two separate industries into the common identity which characterizes them today. Youngstein,

(*Continued on page* 4)

Hirsch Heads CFI Labs Here; Solow Exec. V.-P.

From THE DAILY Bureau

HOLLYWOOD, Aug. 10. — Victor M. Carter, newly elected president of Republic Pictures Corp., today announced promotions from within the ranks of Consolidated Film Industries laboratories.

Ted Hirsch, veteran laboratory supervisor, has been named new general manager of CFI's laboratories in New York and Ft. Lee, N. J., succeeding Douglas T. Yates, resigned.

Heading the over-all laboratory setup will be Sidney Solow, of the Hollywood plant, who moves up to executive vice-president in charge of CFI combined operations at Hollywood, New York and Ft. Lee.

List Promotions in U-I Overseas Posts

A series of promotions in the Universal-International overseas organization has been announced by vice-president and foreign general manager Americo Aboaf. Ramón García, formerly manager for Venezuela, has been appointed district manager for the Caribbean area, operating under Latin American supervisor Al Lowe.

José Sugrañes takes the post of

(*Continued on page* 5)

Compo B-B Group Will Meet Here Aug. 24

A meeting of the Compo business-building committee appointed at the last Compo executive committee meeting in May has been called for Monday, Aug. 24, at the Hotel Astor, by the committee's chairman, Ben Marcus, of Milwaukee.

Other members of the committee are Max Cohen, Ernest Stellings, Abe

(*Continued on page* 2)

'North' and 'Scapegoat' Heading for New Marks

Metro-Goldwyn-Mayer's openings of "North by Northwest" and "The Scapegoat" at the Radio City Music Hall and Guild Theatre, respectively, continued their "blockbusting" per-

(*Continued on page* 5)

REVIEW:

The Devil's Disciple

Hecht-Hill-Lancaster—Brynaprod, S.A.—United Artists

HOLLYWOOD, Aug. 10

GEORGE BERNARD SHAW's lightning pen, here lampooning the British troops in their fight against the colonists in America, in the year 1777, has been well translated to the screen not only by John Dighton and Roland Kibbee's screenplay adaptation, but a combination of ingratiating performances by the film's gilt-edge marquee names, Burt Lancaster, Kirk Douglas and Laurence Olivier.

Its producer, Harold Hecht, having arranged for the film rights to Shaw's play with the estate of Gabriel Pascal, proves again he has the Midas touch. He has developed a wholesome comedy which demanded

(*Continued on page* 5)

'Stuff it . . .'

U.A. Is Taking Global Lead: Youngstein

Krim, Picker See World Plans Linked to New Era

(Picture on page 4)

"United Artists is throwing down the gauntlet to the rest of the industry in embarking on its international promotion policy," Max E. Youngstein, vice-president, said yesterday.

With Arthur Krim, U.A. president, and Arnold Picker, vice-president in charge of foreign distribution, Youngstein spoke briefly and pointedly at a luncheon at 21 Club for those attending the four-day intercontinental promotion conferences which got under way at the home office yesterday.

"Our aim in making this move," Younstein said, "is to be able to service our producers on the best possible basis, and to prove that we are the best advertising-publicity and promotion organization in the industry. Bluntly and belligerently—that's what this meeting is all about.

"If others want to drag their feet, fine. Or if they want to follow us, fine;

(*Continued on page* 4)

Patterson Heads Para. Production in London

Paramount Pictures announced here yesterday the appointment of Richard L. Patterson as head of its production staff in London.

Patterson will concentrate his work abroad largely on the acquisition of important story properties and of picture-making talent for the Paramount

(*Continued on page* 5)

Katz in Robinson Post As CBS Program Head

Oscar Katz, since 1956 vice-president of CBS in charge of daytime programs, has been named vice-president in charge of network programs, it was announced yesterday by Louis G. Cowan, president of CBS-TV. Katz succeeds Hubbell Robinson, who resigned last May.

PERSONAL MENTION

ERIC JOHNSTON, president of Motion Picture Association of America, is visiting at his home in Spokane.

•

JEFF LIVINGSTON, Universal Pictures eastern advertising manager, returned to New York yesterday from Hollywood.

•

JULES LEVEY, producer, will leave New York tomorrow aboard the "Queen Elizabeth" for London and Paris. He will visit the Venice Festival before returning to Hollywood.

•

MARTIN S. DAVIS, Paramount's national advertising-publicity manager, will leave New York by plane tonight for the Coast.

•

WILLLIAM L. FINESHRIBER, Jr., director of international operations for Screen Gems, was married here on Sunday to MRS. RUTH MOSKIN, proprietor of the Ruth Moskin Art Gallery. The ceremony was performed by the Rev. Dr. WILLIAM H. FINESHRIBER, Rabbi Emeritus of Congregation Keneseth Israel of Philadelphia, and father of the groom.

•

MICHAEL TODD, Jr., has returned to New York from Spain with a finished print of "Scent of Mystery." He will leave here later this week for Chicago.

To Film 'Don Quixote' In Spain Next Spring

Paul Burton-Mercur, independent film writer-producer of New York, announced yesterday he will film "Don Quixote" in Spain next spring for his Guild Hall Pictures, using a screenplay he wrote himself. He is currently negotiating with several American stars to play Don Quixote and Sancho Panza.

Already signed are Vittorio de Sica of Italy and Carmen Sevilla of Spain. The film will be a Technirama production, for which Burton-Mercur, through his Madrid and Rome representatives, has negotiated distribution guarantees with distributors in Italy, Spain and Germany. No American distribution has been set yet.

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Compo Group

(*Continued from page 1*)

Montague, Solomon Strausberg, Harry Brandt, Horace Adams, Albert M. Pickus and Charles E. McCarthy.

The purpose of the meeting, Marcus explained, is to develop a national program for area business building campaigns such as he successfully conducted recently in Wisconsin. The campaign calls for harnessing of the industry's business building record with radio spot announcements on specific pictures and a concerted effort by exhibitors and distributors to exploit specific pictures.

Will Test Integration

The meeting, Marcus said, also will see how this program can be integrated with whatever plans are made by the MPAA-ACE committee on advertising recently appointed. Representatives of the MPAA-ACE advertising group have been invited to attend the Compo committee meeting Marcus said.

Five Radio Spots Set By Fox for 'Angel'

Twentieth Century-Fox is making available five separate radio spots to promote "The Blue Angel."

The first of the 60-second spots will detail "all the attitudes of love" as portrayed by May Britt in the film. The second will be an excerpt from the sound track with Miss Britt and co-star Curt Jurgens. Another of the spots will be the narrative type, a description of the scenes of love, sex, violence and drama. The fourth spot will call attention to color layouts of Miss Britt in *Life* and *Look* and the fact that she may now be seen in "The Blue Angel" at the local theatre.

Last of the five minute spots will introduce a small boy asking his mother if he can go to the movies to see "The Blue Angel," and that "sexy" May Britt all the neighborhood kids are talking about. In addition, there will be three thirty-second and three twenty-second spots made available.

Golding to London for Columbia's 'Anatomy'

David Golding executive aide in charge of publicity for Otto Preminger, leaves here tomorrow for London to work with Columbia Pictures on the European openings for "Anatomy of a Murder." From London, Golding will meet Preminger at the Venice Film Festival where "Anatomy of a Murder" is the official United States entry. Golding will then return to London where he will headquarter until "Anatomy of a Murder" kicks off early in October. He will be gone from six to eight weeks.

Shows Sunday Film; Is Cited on 'Blue Law'

Special to THE DAILY

SPARTANBURG, S. C., Aug. 10. —Claude Rumley, operator of the State Theatre, defied the "blue laws" by opening for business Sunday night, and a capacity audience witnessed the first public showing of a complete Sunday movie in Spartanburg County since 1945.

Rumley was served a summons to appear in magistrate's court on charges of violation of section 64-1 of the "blue laws." If convicted, he could be fined up to $50.

To Ask Jury Trial

Chester D. Ward, Jr., attorney for Rumley and also a member of the Spartanburg County legislative delegation, issued this statement: "We don't expect to lose this case. We are going to ask for a jury trial and carry the case as far as necessary."

Al Daff Returns to N. Y. From Worldwide Trip

Al Daff, former executive vice-president of Universal Pictures, and Mrs. Daff returned to New York at the weekend, completing an around-the-world trip begun last January.

Daff spent several months in Australia, his native land, where he has investments in real estate and industry; then visited the Orient, India and Europe, returning to America by boat from England to California, via the Panama Canal. The couple motored from Los Angeles to New York.

Meets on 'Bismarck'

LONDON, Aug. 10. — Twentieth-Century-Fox publicity manager Ira Tulipan, here on special assignment on Lord Brabourne's "Sink the Bismarck" met with officials of Her Majesty's Navy today to arrange for a flotilla of British warships to visit key U. S. ports in connection with American openings of the film. The plan would have the British ships, carrying veterans of the actual campaign against the Bismarck during World War II, visit Boston, New York, Philadelphia and Norfolk. The flotilla would then sail up the St. Lawrence Seaway and become the first foreign Naval fleet to visit the inland ports of Chicago, Detroit, Duluth and Cleveland.

'Denim' Gross Grows

Twentieth - Fox's "Blue Denim" maintained its box office strength in its world premiere engagement at the Victoria Theatre here with the second weekend surpassing the first, according to the management of the house. The Charles Brackett production grossed in excess of $13,000 on Saturday and Sunday.

Wompi Award

(*Continued from page 1*)

brought in the most members, t second a public relations award.

The donor of the internatio award is Mrs. Mabel Guinan of D las, who conceived the idea. T public relations award will be pr sented by Robert J. O'Donnell, vic president and general manager Interstate Circuit, and the "Go father" of the Dallas WOMPI.

The kickoff of the conventio which will be held at the Robe Meyer Hotel, will be the simultan ous meetings of the WOMPI office and board of directors and a pre dents' forum. On Sept. 11, the a sociation officers, club presidents a association committee chairmen w meet for two hours while registrati begins in another part of the hotel.

Chairman of the convention will Mrs. Barnette, manager of the J Theatre, New Orleans, who has ke a constant correspondence with clubs during the past year with t assistance of Mrs. Ruth Toubm Segal, corresponding secretary.

Rogers Memorial Stressed

Considerable attention will focused on the launching of an i ternational project calling for t presentation of the accumulation fro all of the clubs of individual ba savings for the Will Rogers Memori Hospital and Research Laboratorie Another international project to discussed and reviewed is the savin of eyeglasses and frames, which a dispatched periodically by the i dividual clubs to Eyeglasses for th Needy, in New Jersey.

A full convention social schedul includes sightseeing tours, open hous in the association suite, dinner at th Chateau restaurant, a cocktail part sponsored by Tent 44 of the Variet Club and an installation banquet.

'Tingler' Sets Record

Columbia's "The Tingler" grosse a big $25,000 for the first five days o its world premiere engagement at th Broadway Capitol Theatre in Detroit the company reported here. This rep resented the biggest non-holida opening at the Broadway Capitol i five years and the biggest opening o any Columbia film in the history o the theatre.

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An M-G-M Picture in VistaVision·· Technicolor®
and GALA NEW STAGE SPECTACLE "SUMMER FESTIVAL"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

HERCULEAN

"Hercules" is the big figure in the industry today –and is making maximum use of trailers. That's because Joseph E. Levine, the smart showman in back of "Hercules," knows trailers pull a lot of weight at the box office!

Says Mr. Levine: "There is no such thing as a 'Herculean' campaign without trailers!"

Joseph E. Levine
Pres. Embassy Pictures
distributor of "Hercules"

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

UA's Meeting

(*Continued from page* 1)

vice-president, announced that the company is entering its global phase with a record product program of about 40 major features valued at more than $65,000,000.

Lewis, vice-president in charge of advertising, publicity and exploitation, described how the company's domestic and foreign promotion activities are being consolidated into a single, global operation to develop the broadest possible international market.

Underscoring the new global concept, Picker noted that UA's foreign revenues have increased more than six-fold from about $5,000,000 in 1951 to more than $32,000,000 in 1958. Foreign grosses for the first six months of 1959 are running about 20 per cent ahead of 1958 for the corresponding period, he announced.

'Global Enterprise'

"It is clear," he said, "that the film industry of today has grown into a global enterprise. We no longer have a strictly 'domestic' and a strictly 'foreign' film market in the old tradition. The big pictures of today are conceived and prepared for global audiences. It is only logical to carry through the marketing on the same world-wide scale. This is the direction we are taking to realize the full potential of today's international market in terms of merchandising, sales and programming."

Assessing the company's new global look, Heineman reviewed the historic growth and merging of interests of what were once treated as two distinct and unrelated markets. He cited the growing liaison between domestic and foreign departments as contributing to the company's steady expansion in recent years.

Cites Record Grosses

Reporting on UA's continuing growth, Heineman announced that domestic grosses for the first six months of 1959 reached an all-time high of $21,842,000.

Youngstein declared that UA is backing its global program with product in depth. He said that the more than 40 pictures valued at about $65,000,000 will underwrite the company's plan to reach and penetrate every major market of the world during the next year.

"This represents the greatest concentration of top quality product ever marketed by the company," Youngstein declared. "Our production experience in the past has taught us that there is a very real and vital potential for quality entertainment throughout the world. With cameras rolling around the world and international talents and properties figuring more and more frequently in our production plans, today's UA releases are ideally oriented for world consumption as they have never been before."

Describing the international concept in terms of the company's newly reorganized promotion department, Lewis declared that for the first time in industry history a comprehensive merchandising blueprint is being developed to meet the overall and specific needs of individual markets all over the world.

He said that the intercontinental conferences will refine and adapt promotion materials and campaigns, including the use of radio, television, music, records, press books, field kits and photo layouts, to the needs and requirements of markets around the globe.

Directed by Nathanson

Morton Nathanson, newly-appointed director of international advertising and publicity, is directing the conference program. Fred Goldberg national director of advertising, publicity and exploitation, is supervising convention sessions with Nathanson.

"The appointment of Nathanson as director of international advertising and publicity," Lewis pointed out, "is an important step forward in our plans to unify our merchandising activity. The 'double standard' of domestic and foreign promotion has given way to a 'two-way street' involving a ready exchange of ideas, methods and techniques."

GLOBAL CONFERENCE. At the luncheon marking the first day of the United Artists global conference are William J. Heineman, Max E. Youngstein; Arthur B. Krim, speaking; Arnold M. Picker and Charles Smadja.

Says UA Takes Global Lead

(*Continued from page* 1)

either way, we'll stay out in front, and anyone who doesn't like that can stuff it."

Krim termed the first convocation of the company's global forces under Mort Nathanson, newly appointed international director of advertising-publicity, an "auspicious occasion." He noted that of the present company's original six partners, two—Picker and Charles Smadja, vice-president and Continental European representatives — were international executives.

"United Artists," Krim continued, "has done more international production than any other company. This reflects our policy of letting our producers choose their own production locales, wherever they may be.

"Moreover, the travel schedules of so many of our executives throughout the free world keeps this company well informed and, I am sure, sets something of an industry record.

Thinks in Terms of 150 Exchanges

"Thinking in terms of the domestic market and the foreign market is something we at United Artists are putting behind us. Our thinking, in terms of today's big pictures, cannot be limited to 32 exchanges in this country but, rather, must be of 150 exchanges around the world.

"Presently, 'Solomon and Sheba' and 'On the Beach' exemplify this clearly. 'Solomon and Sheba' will be released more or less simultaneously on an international scale and 'On the Beach' will have premieres in capitals around the world.

"It is a healthy sign of what's happening globally that we can think and act in these terms. The American motion picture is the greatest ambassador for our way of life that exists today," Krim said.

Picker observed that the brunt of the new program "falls in Youngstein's field, but what help Bill (William Heineman, domestic distribution vice-president) and I can give, we will, and gladly."

Points to Recent Promotions

Youngstein noted that the recent promotions of James Velde and Roger Lewis to U.A. vice-presidencies, and elevations of Fred Goldberg, Burt Sloane and others in the company's advertising-publicity organization, as well as the Nathanson appointment, all are a part of the international program and planning.

Of U.A.'s ad-publicity organization, he said, "We have more than tripled our manpower in the past eight years and backed it up with money. Our policy is a simple one—get the best manpower, give them the money to do their jobs, and don't second-guess them."

FILMACK 40 YEARS FILMACK
OF BETTER AND FASTER SPECIAL TRAILERS
From Dependable
FILMACK
1327 S. Wabash Chicago 630 Ninth Ave. New York

Kerasotes Vi

(*Continued from page* 1)

said, "I won't get into a name-c contest with Myers. He's a paid ployee of his organization, doin job."

The TOA president then ad "Had the remarks come from H Adams, Allied's president, I would constrained to take notice. I worked with Adams and Irving linger within ACE and neither ha dicated he harbors any griev against TOA.

Praises Adams

"Adams is a forthright, well-s en individual, and I know that did feel we were guilty of any proper activity, he would not tate to say so."

Kerasotes said Adams, Dolli and other Allied leaders are wo hard in ACE but that "Myers (Trueman) Rembusch don't wan

"If ACE succeeds," he rema "Myers might be out of a job. M over, as Spyros Skouras said at ACE organizing meeting last fall, yers are not wanted in ACE. T why the organization is getting s where now."

"One sure way of wrecking would be to create disunity bet Allied and TOA in such a way they would end their participatio it. Perhaps that's what Myers ha mind.

Says Myers Acts 'On His Own

"I'm not sure I know what he's ing about. He doesn't like our in ance program and other things, says so. If we had public criticism make of Allied, I wouldn't have man Levy (TOA's general counsel) at Adams. Myers apparently goes on his own. The organization do control him."

Edward L. Hyman, Amer Broadcasting - Paramount Thea vice-president, another target Myers' bulletin for having said in today's exhibition market qua in pictures is more important t quantity, likewise said in New Y yesterday he did not wish to eng in argument with Myers.

"I sincerely believe that all hibitors are interested first in quali he remarked. "Certainly, there n be adequate product, but mere qu tity without quality will solve no hibitors' problems.

Clarifies Statement

"What I said was that subur and small town theatres would h to do their utmost to get the most of pictures that are in the mar For example, our theatres played on a Hot Tin Roof' single feature 12-week booking and extended the another three weeks. That is qual using up 30 features on the old do feature, two changes a week poli

Hyman pointed out that exhibit of all types and local exhibitor org zations in many parts of the cou have lauded and endorsed his tinuing work for orderly distributi

"That's good enough for Hyman said.

The Devil's Disciple

CONTINUED FROM PAGE 1

ight, imaginative action for the screen to match the infectious dialogue. is was accomplished by his choice of Guy Hamilton to direct and Jack ldyard for his expert camerawork.

Heading the co-starring cast is Janette Scott, a delightful new face, o portrays the role of wife to Burt Lancaster, pastor in a small New mpshire parish. Others in important supporting roles include Eva Gallienne, Harry Andrews, Basil Sydney, George Rose, Mervyn Johns d David Horne.

Joining Lancaster in a plum part, are Kirk Douglas, whose charming ntempt for law and religion identifies him as the devil's disciple; and urence Olivier who enacts the role of General Burgoyne with sardonic signation for the incompetence of his men.

The film reaches its climax and makes its point when Lancaster dis- rds his minister's robe to join the fighting colonists and stem unwar- ted hangings instituted as warnings by the British against the rebels. Douglas holds a strange fascination for Lancaster's wife, who fears n. However he arouses her compassion when he is mistaken for her sband and yields to arrest even though he knows that he may even- ally be hung.

Miss Scott, believing Lancaster, her husband, is a coward because en she reached him at Douglas' ailing mother's bedside to tell him the "devil's" heroic gesture he galloped off in an opposite direction m the courthouse, joins Douglas to be at his side during a rigged trial. The court martial is one of the film's highlights, as Douglas matches ts with Olivier and his aide Harry Andrews. The scene crackles with ny as when Olivier persuades Douglas to accept hanging instead of requested firing squad, since his men are such poor marksmen, "Half them would miss, and the other half would make a mess."

Miss Scott tries to defend Douglas by disclosing his true identity but s has no affect on Andrews' decision to go through with a hanging. en an 11th hour appearance by Lancaster who had blown up a British enal in the interim checks the execution. Lancaster proves to Olivier t he has no chance of being aided by reinforcements, and that without m his forces cannot win the war against the colonists.

Lancaster surprises his wife with his new role as a fighter. Confused the conflict between her loyalty to her husband and the feelings she red to display for Douglas, she starts to run away, but Lancaster ops her on to his horse and dispels her fears.

nning time, 82 minutes. General classification. Release, in August.

SAMUEL D. BERNS

ox in Phila.

(*Continued from page* 1)

ed and the Milgram chain, which maintains a large booking and ing service for other exhibitors, es possession of the house on Wed- day.

Milgram said he anticipated some icy changes in the operation of the , one of the most elaborate houses the chain originally built by the William E. Fox, but he was not dy to comment on proposed policy nges at this time.

orth,' 'Scapegoat'

(*Continued from page* 1)

nances over the weekend by set- all-time four-day records at each the New York City houses.

'North by Northwest" grossed 3,705 to beat the previous Music ll record-holder "High Society" by 500 and appears headed for the gest week in the 27-year history that theatre.

ust a few doors up the street at 505 seat Guild Theatre, "The pegoat" turned in a gross of $18,- and is pointing for a record week re.

Patterson Heads

(*Continued from page* 1)

Hollywood studio. He resigned his post as head of the William Morris Agency Hollywood literary department and will assume his new duties on Sept. 1.

Following service with the United States Army during World War II, Patterson graduated from the University of California in Los Angeles with a Bachelor of Arts degree in English and with a Master's degree in Theatre Arts.

List Promotions

(*Continued from page* 1)

local U-I resident reresentative in Venezuela. He was previously manager for Ecuador. Luis Jimenez, head salesman in the Bogota, Colombia, office, has been named manager for Ecuador. Tio Keng Ho has been elevated to manager for Indonesia, from his position as acting manager.

Morton L. Stevens, 69

MARLBORO, Mass., Aug. 10. — Morton L. Stevens, 69, whose film acting career dated back to "The Perils of Pauline" series with Pearl White, died here.

Television Today

NBC Eyes Foreign Theatrical Field For Net-Produced 'Bonanza' Series

By SAMUEL D. BERNS

HOLLYWOOD, Aug. 10.—"NBC is now in the film-producing business," Alan W. Livingston, vice-president in charge of programs for the net's Pacific Division, today told MOTION PICTURE DAILY, pointing out that the web's entry into filming its own series shows, apart from those supplied by outside packagers and producers, will be launched with "Bonanza," a full-hour western in color to be seen Saturday nights, 7:30 to 8:30, on the network starting Sept. 12.

David Dortort, NBC contract producer, will supervise production of the more than $100,000 weekly budgeter, currently being filmed at Paramount on a studio rental basis.

RCA and L&M cigarettes are sharing the tab on the first weekly hour film in color, with RCA buying the full hour every other week.

Livingston stated that NBC plans to exploit "Bonanza" as a theatrical feature for distribution abroad; and that his department is reviewing more projects which it will pilot for sponsor interest before the year's end.

"Bonanza" concerns a father and three sons, all half-brothers, performing like "The Three Musketeers" during the post-Civil War period. Guest stars already committed to roles include Inger Stevens, Jack Carson, Yvonne de Carlo, Barry Sullivan and Jack Warden.

Livingston also called attention to "Fibber McGee and Molly" as the second NBC property in the new phase of operation, which will follow the "Bonanza" debut Sept. 15, with a weekly viewing time of the half-hour film slotted for Wednesdays, 8:30-9 P.M. "McGee and Molly" rolls regularly at the MGM studios on a rental basis, with Bob Sweeney and Cathy Lewis carrying on the characterizations established by the Jordans, who will be receiving a royalty of the show, which is being sponsored by Standard Brands and Singer Sewing Machine Co.

U.K. Union Angered by Shift of 'Third Man'

By PETER BURNUP

LONDON, Aug. 10.—The National Association of Theatre and Kine Employees has threatened to prevent the BBC from showing any of the 39 episodes in the television series "The Third Man," following the decision to transfer production to Hollywood. The union, their shop stewards said, would "blackball" the series.

Sir Tom O'Brien of NATKE claimed that "American interests had shifted the production on the flimsiest pretext." Producer of the series said the decision had only been made following the unions' refusal to give an assurance that there would be no further labour troubles during filming and that reasonable overtime would be worked.

Text of Statement

From the O'Brien office there later emerged the following statement: "A special meeting of our national executive council will meet next week to face this challenge of irresponsible American disruption of the economy of British film production and if necessary we shall instruct our members in every section of the industry to place an embargo on the screening of this company's product, or any other company which acts in a similar way in Britain and the Commonwealth."

O'Brien threatened also to invoke the aid of IATSE's Richard F. Walsh. "We will make the strongest representations to Walsh to 'black' this series of productions in Hollywood," he said.

U-I, Heath Sign for 2

HOLLYWOOD, Aug. 10. — Universal-International and Richard Widmark's independent producing company, Heath Productions, have completed negotiations for a two-picture deal, first of which will be a film version of "The Secret Ways," based on the British novel by Alistair MacLean.

Logan Miller Is Dead

RUTHERFORDTON, N. C., Aug. 10.—Logan D. Miller, 89, retired newspaper publisher and theatre owner, died here following a protracted illness. He operated the Rex Theatre in this community for many years.

M. W. Scott Resigns Post

HOLLYWOOD, Aug. 10. — Morton W. Scott has announced his resignation from the presidency of Studio City Television Productions, subsidiary of Republic Pictures. He will announce his future plans upon his return from a Honolulu vacation.

Slate Three for 'Black'

HOLLYWOOD, Aug. 10. — Lana Turner, John Saxon and Sandra Dee have been teamed for top starring roles in "Portrait in Black," adapted from the Broadway play by Ivan Goff and Ben Roberts, which the studio has just purchased, it is announced by Edward Muhl, vice-president in charge of production.

THE FIRST EVENT IN A SERIES OF WORLD EVENTS

today

United Artists executives together with advertising and publicity personnel from here and abroad will see Stanley Kramer's production "On the Beach."

Following this screening, plans will be formulated to publicize the simultaneous world premieres of "On the Beach" on December 17th in 22 cities throughout the world, encompassing six continents, thus establishing a precedent in motion picture history.

Through these global premieres, the American motion picture industry will acquire additional prestige and "On the Beach" will attain an importance rarely bestowed on a motion picture.

On behalf of our industry, United Artists Corporation heralds these global premieres of "On the Beach" with pride and with grateful acknowledgment to Stanley Kramer whose record of achievement will be enhanced when "On the Beach" is seen by the people of the world.

"ON THE BEACH"

THRU UA

40th Anniversary
1919-1959

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 86, NO. 30 NEW YORK, U.S.A., WEDNESDAY, AUGUST 12, 1959 TEN CENTS

olders Meet

0 Lippert heatres to lectrovision

mpany Holdings Now Houses and Drive-Ins

By SAMUEL D. BERNS

IOLLYWOOD, Aug. 11. — The uisition of 20 Robert L. Lippert itres by Electrovision Corporation an undisclosed amount of cash and es was announced by Edwin F. el, president, at the annual stock- ler's meeting here today in the pany's offices.

ocated in Southern Oregon and ughout California, the theatres land obtained have increased ctrovision's holdings to 34 motion ure houses and drive-ins, includ- five drive-ins in Fresno, Calif., ired earlier. This was the second se in the company's purchase of Lippert theatres. Final step is cted to be completed shortly r the first of the year.

obert L. Lippert, chairman of

(*Continued on page* 2)

cholson, Pauley at lied Meet in Cinn.

Special to THE DAILY

INCINNATI, O., Aug. 11.—The . Harry Pauley, speaker of the st Virginia House of Representa- s, and James Nicholson, president American-International Pictures, e accepted invitations to speak at Allied Ohio Valley Indoor and

(*Continued on page* 4)

aders Back Detroit ticles Hitting Films

Special to THE DAILY

ETROIT, Aug. 11. — Numerous rs have been sent to the *Detroit ly News* commenting on the series rticles run by that paper last week cking the "frankness" of many cur- motion pictures. Most readers are

(*Continued on page* 4)

EVISION TODAY—page 4

Steve Broidy Motion Picture Pioneer Of Year; Annual Dinner Slated Nov. 23

Steve Broidy, president of Allied Artists, has been named Motion Picture Pioneer of the Year 1959, it was announced yesterday by Ned E. Depinet, president of the Motion Picture Pioneers, Inc.

Ned E. Depinet (right), president of the Motion Picture Pioneers, congratulates Steve Broidy, president of Allied Artists, whose election as Motion Picture Pioneer of the Year for 1959 was announced yesterday.

Broidy was selected by the board of directors of the organization at its last meeting and was notified of the board's decision while he was in New York last week.

He will be honored at the 21st annual Motion Picture Pioneers Dinner at the Waldorf-Astoria Hotel here, Monday, Nov. 23, and will be the sixteenth Motion Picture Pioneer to receive this recognition. His predecessors were in the order of their naming: Adolph Zukor, Gus Eyssell, Cecil B. DeMille, Spyros Skouras, Harry Warner, Albert Warner and Jack Warner, Nate Blumberg, Barney Balaban, Herman Robbins, Robert J. O'Donnell, Joseph R. Vogel,

(*Continued on page* 4)

ACE-MPAA Committees Open Conference Here

First of the Motion Picture Association-American Congress of Exhibitors subcommittees went into action yesterday when the group appointed to discuss the possibilities of increased

(*Continued on page* 4)

33 Pa. Lawyers Hit Senate Censor Bill

Special to THE DAILY

PITTSBURGH, Aug. 11.—A group of 33 Allegheny County lawyers have signed a statement urging the Pennsylvania House of Representatives to vote against Senate Bill 373, the film censorship bill.

Characterizing the Senate bill as "in violation of the First Amendment," they said the bill ignores the real purveyors of pornography such as pro-

(*Continued on page* 2)

REVIEW:

Pillow Talk

Arwin—U-I—CinemaScope

HOLLYWOOD, Aug. 11

THE VILLAGE THEATRE, bordering UCLA campus, packed with paying patrons who lined up for the preview "surprise" literally rocked with laughter for 105 minutes. They rocked with Rock Hudson, who adds a new dimension to his bright career, proving his ability as a light comedian. They rocked with Doris Day, who delivers a sparkling performance in one of best romantic comedy roles tackled by a female, in addition to which she adds that big plus, singing the title song over a clever main title opening, and two others: "Possess Me" and "Roly Poly," the latter sung with Hudson and a group.

Matching top-notch performances by Hudson and Day is Tony Randall, a solid screen citizen, who keeps the laughing ball bouncing in

(*Continued on page* 5)

Lewis Reports:

Big Promotion To Back UA Global Plans

Intercontinental Conclave Told of Record Budgets

United Artists will underwrite its new global promotion campaign with the biggest promotional outlay in its history. This was announced yesterday by Roger H. Lewis, vice-president in charge of advertising, publicity and exploitation, at the company's intercontinental promotion conferences here.

Roger H. Lewis

Lewis said the company is prepar-

(*Continued on page* 5)

Name Seward Benjamin United Artists' V-P

Seward I. Benjamin has been elected a vice-president of United Artists Corp., it was announced by Arthur B. Krim, president. Benjamin will continue in his present capacity as secretary.

Benjamin has served as secretary

(*Continued on page* 5)

Fifth 'Ten' Booking Sets Chicago Record

"The Ten Commandments" grossed the "phenomenal" total of $125,000 in the first week, just ended, of a 24-theatre Chicago area engagement, the fifth for the film in that area during the past two years. This was reported here yesterday by Edward G. Chumley, Paramount's domestic sales manager for the DeMille production. He cited figures telegraphed by Chicago branch manager Bob Allen, who pointed out that midweek grosses were as strong as those of opening day at the 24 theatres.

PERSONAL MENTION

EUGENE PICKER, president of Loew's Theatres, and JOHN F. MURPHY, executive vice-president, left New York yesterday for Chicago and other key cities of the Midwest.

•

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president and Eastern studio representative, will leave New York today for the Coast.

•

PAUL N. LAZARUS, Jr., Columbia Pictures vice-president, is in Baltimore from New York today for the opening there of "The Tingler."

•

SAMUEL GOLDWYN, Jr., has returned to Hollywood from New York.

•

GEORGE MARGOLIN, distributor of Italian films in the U. S., will leave New York aboard the "Flandre" today for Europe.

•

BEN HARRIS, manager of American Film Co., Philadelphia, has returned to his duties following treatment at Hahnemann Hospital there.

•

EVELYN STEVENS, of Associated Theatres, Cleveland, has left there for a vacation in Louisiana and Texas.

•

NANCY BERVE, of Broadcast Music, Inc., returned to New York this week from Martha's Vineyard.

•

LADY BADEN-POWELL, widow of the founder of the world Boy Scout movement, has arrived in Hollywood from England to confer with HENRY WILCOXON and JESSE LASKY, Jr., on plans for "On My Honor," the story of her husband's life.

•

DAN FRANKEL, president of Zenith International Films, has returned to New York from Hollywood.

Att: ALL THEATRES
...it's SCREEN TIME!
NATIONAL SCREEN'S BIG NEW PROMOTIONAL BUSINESS BUILDER
Your copy available at your NATIONAL SCREEN EXCHANGE

'Oregon Trail' Bows In Portland Tonight

Special to THE DAILY

PORTLAND, Ore., Aug. 11 — An elaborate street parade headed by Governor Mark Hatfield, producer Richard Einfeld, director Gene Fowler, Jr., and stars Nina Shipman, Roxene Welles and John Carradine will highlight the world premiere of "The Oregon Trail," here at the Orpheum Theatre tomorrow night.

The premiere of the 20th Century-Fox release, being held in conjunction with the Oregon Centennial, kicks off a three-hundred theatre saturation of the film Thursday along the original route of the Oregon Trail of the 1840's. The premiere festivities will include a civic reception at the Benson Hotel, and personal appearances by the stars at the Orpheum Theatre. National radio and press coverage will be on hand to report the proceedings which are an integral part of the lavish Centennial celebration.

Dan Carroll, Australia 50-Year Vet, Dies

Dan Carroll, managing director of the Prince Edward Theatre, Sydney, Australia, died at his home there yesterday, according to word received by friends of the deceased now in New York.

A veteran of Australian show business, Carroll only recently observed his 50th anniversary in the industry. As the head of Australia's preeminent theatre and an officer of Carroll and Musgrove Theatres, which owned and operated 10 other theatres throughout Queensland, he was widely known throughout the industry. He had been ill for some time and several weeks ago had undergone surgery.

Carroll is survived by his wife, Muriel.

To Distribute 'Women'

"Five Bold Women," starring Jeff Morrow and Merry Anders in Eastman Color, will be distributed by Citation Films, Inc., it was announced yesterday by Glenn H. McCarthy, Houston industrialist; James D. Ross, producer, and A. W. Schwalberg and Murray M. Kaplan, chairman and general sales manager of Citation, respectively. The film will have its world premiere in Houston around the first week in October.

MGM Names Lystad

The appointment of Harald Lystad as M-G-M manager of Norway has been announced by Morton A. Spring, president of Loew's International Corp. Lystad succeeds Sverre Dulin, who died recently. Lystad joined M-G-M in Oslo in 1957 as a booker and that same year was made sales manager.

See Possible Action on Out-of-State Tax Bill

From THE DAILY Bureau

WASHINGTON, Aug. 11. — The House Judiciary Committee approved a bill to limit recent Supreme Court decisions giving states broad power to tax out-of-state companies.

The bill would in effect prohibit states from taxing businesses which have no office in the state but merely sell in the state through salesmen based outside the state. It is similar, through somewhat more narrow, than one approved by the Senate Finance Committee last week.

The House committee action, which came as a surprise, indicated a strong possibility that some such limited restriction might be enacted this year. Earlier, it had been assumed there was little chance for such action before next year.

Study Committee Formed

The judiciary committee has set up a special subcommittee to study the entire problem of recent Supreme Court decisions, and members had earlier indicated the committee would not act until the subcommittee made its study this fall. However, business pressure on the group for some immediate relief increased, and committee members decided to approve a limited, stop-gap bill and leave broader relief for next year after the subcommittee study.

Film distributors have been concerned over the impact of the high court decisions.

Rosenfield Back

Jonas Rosenfield, Jr., Columbia Pictures' executive in charge of advertising and publicity, has returned to his desk in the Columbia home office following three weeks of traveling through Europe. While there, Rosenfield held important conferences with several of Columbia's European-based independent producers and visited the sets of forthcoming Columbia product.

Atlanta Wompi Meets

ATLANTA, Aug. 11.—The annual meeting of the local chapter of Women of the Motion Picture Industry was held at the Variety Club here, after which the members repaired to the Battle Hill Haven for old folks, where they conducted their yearly bingo party.

70mm. in Nashville

NASHVILLE, Aug. 11.—A program of renovation and a change of name are slated for the Princess Theatre, Crescent Amusement Co. house here. The theatre, to be renamed the Crescent, will have 70mm. projection equipment installed.

Lippert Grou

(*Continued from page 1*)

Electrovision's board of directors, formed shareholders, "We are sently investigating the possibilitie rezoning parts of some of our dr ins to build shopping centers. land, originally on the outskirts the communities, is now in the h of expensive residential and comm cial areas, many of which do not h shopping centers."

Five Reelected

All members serving on the p vious board reelected are Bruce F. ler, Stanford I. Drucker, Lippert H. MacIntyre and Zabel.

Also announced was the appo ment of Charles J. Maestri as v president in charge of theatre op tions in Central and Northern C fornia and Southern Oregon.

33 Pa. Lawyers

(*Continued from page 1*)

ducers of stag movies and publish of lewd magazines, while wrongf concentrating on legitimately p duced commercial motion pictu which are actually free from obsc ity.

They described as "unfair, waste and expensive," the Senate Bill's p vision that a board of censors revi films after rather than before pul showing.

Called Extremely Vague

It finds the bill's definition of scenity so vague that "nullification higher courts is a virtual certaint and also branded it as "confused, m directed and capable of great harm

To Build New Drive-I

PHILADELPHIA, Aug. 11. — M. Ellis announced that with t zoning now approved after litigati for more than a year, his Ellis The tres, Inc., will build a new 1,200-c drive-in on Conchester Highway b tween Chester, Pa., and Wilmingto Del.

Greenwich House Sold

GREENWICH, Conn., Aug. 11. Prefect Theatres has sold the Pic wick Theatre here to Pickwick Bow ing Lanes for $101,000 for conversio to bowling use. Prefect had acquire the property from Guardian Life I surance Co., which holds a mortgag of $199,298 on the building.

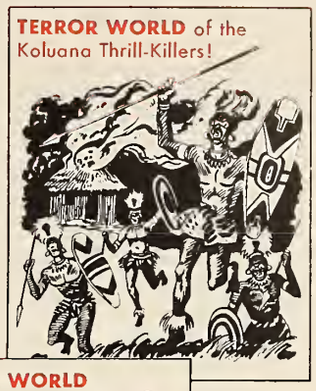
Sign Christina Crawfor

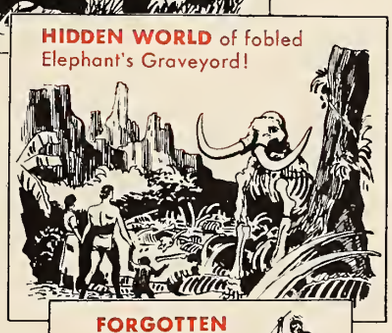
Christina Crawford, daughter Joan Crawford, has been signed t star in "Dusk to Dusk," first film o Glomar Productions, Inc., to be pro duced in New York City in the fall The picture will mark Miss Craw ford's debut.

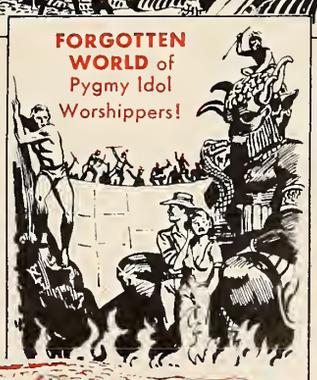
MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Holly wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Wasbington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is publisbed daily except Saturdays, Sundays and bolidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher Vice-President; Leo J. Brady, Secretary. Otber Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at tbe Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

LATEST AND GREATEST!

NEW TARZAN FINDS FORGOTTEN WORLDS OF ADVENTURE!







BASED ON THE WORLD FAMOUS CHARACTERS CREATED BY **EDGAR RICE BURROUGHS**

A treasure chest of entertainment to challenge your top Tarzan grosses!

METRO-GOLDWYN-MAYER Presents

TARZAN THE APE MAN

TECHNICOLOR®

Starring DENNY MILLER as the NEW Tarzan

CESARE DANOVA · JOANNA BARNES

ROBERT DOUGLAS · Screen Play by ROBERT HILL

Directed by JOSEPH NEWMAN · Produced by AL ZIMBALIST · A METRO-GOLDWYN-MAYER PICTURE

M. P. Pioneer

(*Continued from page* 1)

Robert R. Benjamin and Arthur B. Krim.

Depinet said that he was very gratified that the honor man this year is one who started his career in distribution as a film salesman and worked his way up through the ranks to the presidency of his company. Depinet jokingly said that it is high time that the distribution end of the business received proper Pioneer recognition, pointing out that most of those honored before have been either producers or exhibitors.

Native of Malden, Mass.

Broidy was born in Malden, Mass., June 14, 1905. Early in his career he was a film salesman in Massachusetts for Universal, and later was engaged by Warner Bros., and given a similar assignment by its Boston office.

In 1930, Broidy began an affiliation with Allied Artists which was to be climaxed 15 years later by his elevation to the presidency of the organization. His first position with the company was as a member of the Boston sales staff. His territory embraced Massachusetts and Rhode Island.

By 1937 he had become the head of the Boston exchange, and in 1940 he was elected to the company's board of directors. By the end of that year, he had been named vice-president and general sales manager and moved to the company's home office in Hollywood where he since has remained.

At the company's annual convention in Chicago in the spring of 1945, he was elected vice-president in charge of operations. On November 14, 1945, he was elected president.

Active in Many Charities

Broidy is president of the Jewish Federation-Council of Greater Los Angeles; chairman of the board of the Brandeis Institute; a vice-president and member of the board of the Association of Motion Picture Producers; a vice-chairman of the United Jewish Welfare Fund; a member of the board of trustees of Claremont Men's College; a member of the board of governors of the Los Angeles area council; Boy Scouts of America; a director of the Jewish Federation-Council of Greater Los Angeles and the Los Angeles Community Chest, for which he was the campaign chairman of 1958; a former president of Temple Israel of Hollywood board of trustees of which he is still a member; a member of the board of directors of the Union Bank and Trust Company, the Permanent Charities Committee and Cedars of Lebanon Hospital.

In 1930 Broidy married Frances Lewis, a non-professional. They are the parents of two sons, Arthur and Steven, and a daughter, Mrs. Jack M. Sattinger.

Harold Garmans Dies

NEW LONDON, Conn., Aug. 11. —Harold W. Garmans, 74, veteran actor and playwright, is dead here.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

HERE it is, weeks after the Patterson-Johannson fight and Frank Zucker, director of photography, is still receiving kudos for a great job. True, the staff of cameramen including Fred Fordham, Lou Hutt, Sid Zucker, Bob Downey, Urban Santone, Bill Kelly and Eddie Horton, with their respective assistants, did the actual grinding but Frank's "know-how and savvy," earned through his many years at Paramount Studios, served him in good stead. . . . Walter Lowenthal, who started as a script clerk in Hollywood in 1933, later forming his own firm, following a 17-year association with Transfilm, Inc., has joined Wilding, Inc. as executive producer. . . . Add "like father, like son." Teddy Rooney, who'll be seen Sunday when the NBChannels carry Rexall's "The Ransom of Red Chief," co-starring William Bendix and Hans Conried (10-11 P.M.) told producer David Susskind upon his arrival in Gotham, "When I'm 21 I'm going to take all my money out of the bank and get married." (Are you reading, Mickey?) . . . Revue's new hour-long teleseries, "Laramie," produced by John Champion and co-starring John Smith, Hoagy Carmichael, Robert Crawford, Jr. and Robert Fuller, bows in TVia NBC September 15. Series will also be seen over the British Broadcasting Corp. this fall. . . . Producer Jules Levey, sails today on the Queen Elizabeth to Europe where he'll acquire several motion picture features for theatrical and TV distribution in the U.S. He plans to attend the Venice Film Festival the week of Aug. 25. . . . When "Say Darling" opened last night in Hollywood with Orson Bean, Lisa Kirk and Johnny Desmond, the cast also featured a clever youngster named Steve Franken, who's headed places. Steve is the offspring (his dad sez, "the talented one in the family") of NTA exec, Jerry Franken. . . .

☆ ☆ ☆

One of the top-rated radio personalities in Boston, whose daily music programs over WILD, not only put rhythm in the feet of the teen-agers but likewise bring nostaligic listening to local adults, Stan (the man) Richards will air his next week's shows direct from Grossinger's in the Catskills, a Beantown FIRST. . . . And again, while in the immediate vicinity of the Charles River, Harvard egg-heads and that local railroad (MTS) "from which a certain commuter never returns," we might add that Jim Holt, who succeeded Norm Prescott at WBZ, not only has retained the latter's numerous listeners, but he's added many of his own. And Norm, what of him? —nothing, except that he's now associated with Joe Levine whose production of "Hercules," is merely one of the hottest box-office pix in the world.) . . . Robert Saudek's "Sunday Showcase," this season on NBC-TV will star Peter Ustinov in an original drama which Peter will write. . . . Radio KIDO, Boise, Idaho has finally discovered the Missing Link. This particular LINK is none other than Jack, who moved over here from KING, Seattle, to become general manager and who is responsible for this NBC affiliate's big time KIDO-ins. . . .

Stan Richards

Nicholson, Pauley

(*Continued from page* 1)

Outdoor Theatre Convention, sponsored by Allied Units of Indiana, Kentucky and West Virginia, it was announced by Rube Shor, convention chairman. The three-state meeting will be held Sept. 15 and 16 at the Sheraton Gibson Hotel here.

Pauley, who is familiar with the film industry and its practices, will speak on the "deplorable condition" of West Virginia theatres and possibilities for state legislation to aid them, it was stated.

Nicholson has also arranged for a screening of the new AIP release, "Sign of the Gladiator." He will be accompanied to the convention by two AIP starlets.

Readers Back Articles

(*Continued from page* 1)

in agreement with the thesis of the articles condemning the film trend. They are being published in the "Letters to the Editor" column.

Meanwhile local exhibitors and distributors have complained that the newspaper treatment was not in the public interest nor of service to the theatre industry.

'Man with Camera' Set

"Man With a Camera," an adventure-mystery series starring Charles Bronson, will be presented on ABC Television, Mondays, 10:30-11 P.M., starting October 19, sponsored by the General Electric Co.

ASCAP Tells Policy On Its Agreements

ASCAP said yesterday it ha ceived inquiries from stations v have signed the current one agreements expiring after 1959, ing whether they will be giver benefit of any new agreements may be approved by the Court i pending rate litigation. J. M. Cc ASCAP sales manager, announced all stations which had fulfilled obligations under previous agreer with the Society would be give option to continue under their ing licenses or to enter into any a ments approved by the court in current litigation retroactively to 1, 1959.

Collins stated that stations w had inquired have already been vised of the option to be offered t and that he had not planned to r any general announcement until the matter was finally determine the court. However, erroneous s ments recently appearing in the made it necessary for the Societ announce its policy at this time.

ACE-MPA Committee

(*Continued from page* 1)

production met in the board roon the MPAA here.

Representing ACE at the mee were Si H. Fabian and Sol Schwartz, and for MPAA, Ba Balaban and Abe Schneider.

The subcommittee issued no st ment after concluding its session is scheduled to report to the A MPAA committee of the whole at latter's meeting on Aug. 25.

Today, the ACE-MPAA subcom tee on advertising will meet in MPAA board room with such subj as cooperative advertising, credit ing requirements, newspaper other censorship of film and the advertising on the agenda. Acting ACE on this subcommittee are A. Cohen and Emanuel Frisch, chairmen; Harry Mandel, Harry Go berg and Ernest Emerling; and MPAA, Joseph R. Vogel and Jo J. O'Connor, co-chairmen; Char Einfeld, Paul Lazarus, Jr., Ro Lewis and Charles Simonelli.

S.G. Appoints Burns

Lloyd Burns has been appoint vice-president in charge of inter tional operations of Screen Gems, I it was announced by the board directors of the Columbia Pictu TV subsidiary. Burns has been vi president and general manager Screen Gems (Canada) Ltd., hea quartered in Toronto, since that filiated company was set up in 195 He was also general manager of Te pix Movies, Ltd., the pioneering film distributor in Canada.

Complete Remodeling

NEW ORLEANS, Aug. 11. — E. Willis, manager of the Panoram Theatre, here, has completed overa remodeling and refurbishing of h recently acquired Joy Theatre at Me ville, La.

A World' Makes Debut; ur-Page Publication

The UA World," a weekly pub- tion devoted to news about United sts around the globe, makes its ut this week in connection with ted Artists' intercontinental promo- conference now being held here. s being distributed via UA's 150 nches throughout the world. he 4-page publication contains the st reports about motion picture ductions in work and in release news of the company's expand- music, record and television en- rises. A section on the activities UA personnel in the U.S. and rseas is also included. Highlight- the first issue of "The UA World" discussion of the company's new al policy by Arnold M. Picker, vice-president in charge of for- distribution. Coverage of UA's international promotion confer- es and the London press luncheon behalf of the forthcoming "Solo- and Sheba" were also prominent- eatured.

ewis Reports

(*Continued from page* 1)

its biggest budget to back a fea- program valued at more than 000,000. He added that this is first time in motion picture history a film company has planned a notional program expressly on a d-wide basis.

ork sessions yesterday included reening of Stanley Kramer's "On Beach" and promotion confer- s outlining the global campaign the UA release, which will pre- e simultaneously in 22 major s of the world on Dec. 17. The ial promotional unit for "On the h" took part in the sessions.

'Solomon' Drive Up Today

oday will be devoted to campaign ning for Edward Small's "Solo- and Sheba." The special "Solo- and Sheba" promotion unit will with domestic and foreign repre- atives.

ther UA releases to be considered Hecht - Hill - Lancaster's "The il's Disciple," "Take a Giant ," and "The Unforgiven"; Har- Productions' "Odds Against To- row"; Joseph Fields' "Happy An- ersary," and MPL Productions' e Wonderful Country."

What we've done," Lewis declared, s been to unify all of our promo- al activities to carry our message ugh to every potential audience of world. Our plan is to find out the cific needs and requirements of in- dividual markets and then to fill these needs for maximum ticket-selling impact. This requires money, the best manpower available and the best creative thinking in the business. UA is again setting the industry pace in launching its new global policy."

Lewis said that the results of the intercontinental promotion meetings, now entering their third day, have been most fruitful. Home office and foreign promotion officials are participating in work sessions in which the whole spectrum of promotion tools and materials from radio-TV to press books is being adapted and expanded for global penetration.

E NEW PETITE ROOM WITH COLOR TV
available for
"SUMMIT SESSIONS"
E
ITTLE CLUB
NCHEON • COCKTAILS
INER • AFTER-THEATRE
70 East 55th Street

Pillow Talk

CONTINUED FROM PAGE 1

his role of oft-married, wealthy, but "second best" suitor for Miss Day's hand. This reviewer had to loosen his belt to make more room for the laughs supplied by Thelma Ritter, whose vignette as Miss Day's maid coming to work with daily hangovers is a source of much hilarity.

Indications couldn't be stronger that exhibitors themselves will be laughing all the way to the bank.

Stanley Shapiro and Maurice Richlin's screenplay, based on a story by Russell Rouse and Clarence Greene, is loaded with surprise situations and big laugh payoffs set with flavorful double entendre. Michael Gordon's direction plays up personality, maintaining a steady pace of humor.

The fun stems from a telephone party line problem, shared by Hudson, a song writer, and Miss Day, an interior decorator, both strangers to each other. Miss Day finds it difficult to make a call while Hudson monopolizes use of the phone, leading each of his girl friends to believe he has written a song especially for her, as he croons the same song, "Inspiration," to each.

Randall, who wants to marry Miss Day, tells Hudson, whom he has commissioned to write some songs for a show he is backing, about his newest love. He refuses to give him her name, fearing Hudson's charm would be his undoing, but unwittingly discloses her difficulty with the party line. Hudson, intrigued, loses no time in phoning her for a date, but is turned down.

Coincidence brings them together in a night club. When Nick Adams, escorting her home from his mother's house, which Miss Day decorated, passes out at the club, Hudson comes to her rescue, poses as a rich Texan, using a southern drawl, and playing the part of a gentleman to the hilt. A detective, engaged by Randall, discloses Hudson as Miss Day's mysterious interest. He threatens Hudson with exposure if he doesn't get out of town immediately to work on the songs and let Miss Day alone.

HUDSON AGREES, but pulls another fast one by getting her to accept his invitation to the "out-of-town house" he is contemplating purchasing.

Miss Day discovers a sheet of music hidden in Hudson's coat. She plays four or five bars on the piano, and the "inspiration" theme hits her like a ton of bricks, with Frank de Vol's musical background coming through like fireworks for the big climax. Randall makes an appearance to rescue her from his tricky friend.

It all ends happily when Miss Day, not wishing her employer to lose out on a job of redecorating Hudson's apartment, takes the assignment, but goes out of her way to make a mockery of the job. Hudson carries Miss Day in her night clothes from her own apartment to the monstrosity she created, claiming she could have it all for herself. He tries to leave the apartment, but is stopped by Miss Day's grin and one of the push-button gadgets which meant so much to the convenience and atmosphere of his "late" bachelor haven.

Ross Hunter and Martin Melcher can share a proud credit as producers of this big money-maker. Color for the CinemaScope feature is by Eastman.

Other than the title song, which was written by Buddy Pepper and Inez James, and the "Roly Poly" number by Elsa Doran and Sol Lake, three songs: "I Need Atmosphere," "You Lied" and "Possess Me" were written by Joe Lubin and I. J. Roth.

Running time, 105 minutes. General classification. Release, in October, 1959.

SAMUEL D. BERNS

Lyles Sets Film

HOLLYWOOD, Aug. 11.—Producer A. C. Lyles has negotiated a multiple picture contract with Allied Artists and has set an original, "Raymie and the Barracuda," as the first film he will make under the A. C. Lyles Productions banner.

Price Cut for Strikers

HARRISBURG, Pa., Aug. 11.—The Senate Theatre announced that striking steel workers and families, upon presentation of union cards, would be admitted at special reduced rates.

S. I. Benjamin

(*Continued from page* 1)

and director of the corporation since March 1951, shortly after the company's operation was taken over by the present executive management team of Krim, Robert S. Benjamin, William J. Heineman, Max E. Youngstein and Arnold M. Picker. Born in Brooklyn, Benjamin is a graduate of the University of Georgia and Fordham University School of Law. He is a member of the law firm of Phillips, Nizer, Benjamin, Krim and Ballon, Esqs.

Seward Benjamin

UA Names Raines

Halsey Raines, New York film publicist, has been named as a special publicity feature writer for "A Terrible Beauty," now being filmed in Ireland, it was announced by Roger H. Lewis, United Artists vice-president in charge of advertising, publicity and exploitation. Raines leaves for Dublin this week to begin his assignment on the UA release.

WB Moves in Phila.

PHILADELPHIA, Aug. 11. — Warner Brothers will move its exchange offices back to its former offices at 1225 Vine Street here. The building at 13th and Arch Streets, where present offices are maintained, has been sold.

Dual Bow for 'Devil'

United Artists' "The Devil's Disciple" has been set for a second New York opening at the Normandic Theatre on Aug. 20. It will have its Broadway showing at the Astor, also starting on the 20th, as previously announced.

aircraft: COMET 4!
(pure jet!)
flight: MONARCH
(de Luxe and First Class only)
frequency: NIGHTLY
(leaves New York at 9 p. m.)
destination: LONDON!
BOAC
reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Vancouver, Winnipeg, Toronto.

Great Family Entertainment

WITH THAT BUILT-IN 'MARTY' BOXOFFICE MAGIC!

This is a happy picture!

"A all-aroun famil attractio
– M. P. HERA

"Ernes Borgnin is jus wonderfu
– INDEPENDE FILM JOURN

"Family pictur ...hones down-to-eart quality
– FILM DAI

"Movin stor ...beautifull actec
– PARENTS' MAGAZI

CANON PRODUCTIONS Presents

ERNEST BORGNINE

THE RABBIT TRAP

Awarded Parents' Magazine's MEDAL OF SPECIAL MERIT

also starring DAVID BRIAN | and co-starring BETHEL LESLIE, KEVIN CORCORAN, JUNE BLAIR

featuring JEANETTE NOLAN, RUSSELL-COLLINS, CHRISTOPHER DARK, DON RICKLES

written by J. P. MILLER | directed by PHILIP LEACOCK | produced by HARRY KLEINER

THRU UA

40th Anniversary | 1919-1959

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 31 NEW YORK, U.S.A., THURSDAY, AUGUST 13, 1959 TEN CENTS

EDITORIAL

U.A.'s Global Policy

By Sherwin Kane

LONG before the world was shrunk by 600-mile an hour jets, show business had dramatically duced the vast distances separating rrisburg from Hong Kong. This was omplished through the media of movies, music and other forms of ertainment which have learned to ak a common dramatic language people of many nations."

his is the background for United ists' new global policy as described Arnold Picker, foreign distribution e-president, writing for the com- y's international personnel in The World.

Ie points out that U.A.'s enter- ment for some time past has been ned with this conception of glo- acceptance in mind.

t has led, he reports, to a con- ial but nonetheless informal ex- nge between the company's dom- c and overseas staffs in recent rs which, while generally satisfac- , was considered to be incom- e.

•

ecently, therefore, U.A.'s ad- inistrative heads decided to for- ize the liaison between the for- n and domestic spheres of opera- . Executive revisions, largely in ertising and publicity, followed ediately, and this week the com- y's first intercontinental promotion ferences were convened in New k with U.A. men from many sta- s abroad in attendance.

he principal order of business of conference is the formulation of al promotion plans for U.A.'s re release schedule, representing roduction investment of $65,000,- , and a unification of that pro- n with U.A.'s music, records and vision operations on a world-wide s.

•

he trade will recognize in this t, forward-looking move one more lence of the ability of U.A.'s prog- ive management to move the com- y to the fore, and to keep it e.

With the ever-increasing import- e of revenue from overseas, and current planning to expand old develop new markets abroad, this . "first" may well hold signifi- ce beyond whatever is apparent his writing.

here can be no doubt that it will capture the attention and earn the commendation of independent producers at home and abroad.

•

The Arthur Krim-Robert Benjamin et al management is to be congratulated once more on its demonstrated ability not only to keep abreast of these fast-changing times, but to take a hand in fashioning them to its liking.

Calls on Industry to Do 'Better Job' Of Policing Pictures Sent Overseas

By J. A. OTTEN

WASHINGTON, Aug. 12.—A Republican Congressman from California asked Congress to call on the motion picture industry to do a better job of policing the films it sends to countries overseas.

Rep. H. Allen Smith said a small number of American films going abroad give foreigners the impression that immorality, gangsterism, juvenile delinquency, and disrespect for law are main ingredients of America. He introduced a resolution expressing the sense of Congress that the industry should "enforce the Motion Picture Production Code more rigorously and take such other action as may be

(*Continued on page 2*)

ACE-MPAA Ad Group Reports Gains at Meet

"Common ground" was found by both American Congress of Exhibitors and Motion Picture Association advertising subcommittees at their first meeting, held in the MPAA board room here yesterday.

An agenda was submitted by both organizations and it was announced following the meeting that the subcommittees found common ground on all subjects brought before the meeting. Follow-up activities were proposed and the group is scheduled to

(*Continued on page 4*)

Detroit Industry Sees B-B Campaign Benefits

Special to THE DAILY

DETROIT, Aug. 12.—Local exhibitors and distributors are pleased with results stemming from their current business-building campaign. In consequence, the Metropolitan Exhibitors of Detroit, the organization formed to administer the campaign, is continuing in operation. It started with a $60,000 treasury to finance a six-month campaign.

Distributors, who agreed at the outset to match exhibitor contributions,

(*Continued on page 4*)

Uris, Columbia Make Multiple Picture Deal

From THE DAILY Bureau

HOLLYWOOD, Aug. 12. — Leon Uris, author of the best-selling novel, "Exodus," has committed his next four novels for Columbia Pictures release and under the terms of the deal he will write and produce at least two of these pictures within the next four

(*Continued on page 4*)

'Pillow Talk' Booked Into Palace Oct. 9

Universal - International's "Pillow Talk," an Arwin Production, will open for an extended run at the RKO Palace Theatre here on Friday, Oct. 9, as part of the world premiere launching of the picture, it was announced

(*Continued on page 4*)

UA Conference Maps World-Wide Promotions for 'Beach' and 'Sheba'

(Pictures on Page 5)

International promotion plans for Stanley Kramer's "On the Beach" and Edward Small's "Solomon and Sheba" were discussed and blueprinted at separate sessions during the United Artists' intercontinental conference here this week. Company meetings will continue through tomorrow.

The campaign for "On the Beach" was detailed Wednesday with producer-director Kramer hosting a luncheon for the UA delegates and addressing the meeting. The UA release will have simultaneous premieres in major cities around the world on December 17.

Roger H. Lewis, UA vice-president

(*Continued on page 4*)

In Britain

Agreement on Division of Tax Aid Made

Formula for Abatement Is Worked Out by KRS, CEA

By PETER BURNUP

LONDON, Aug. 12.—An agreement has been reached between the Kinematograph Renters Society and the Cinematograph Exhibitors Ass'n. as to how the entertainment tax abatement of £20 ($56) weekly recently received by the industry will be apportioned.

The formula provides that a theatre whose present entertainment tax does not exceed £500 ($1,400) annually will retain the whole of the new remis-

(*Continued on page 2*)

10,000 Line Streets At 'Oregon' Premiere

Special to THE DAILY

PORTLAND, Ore., Aug. 12.—More than 10,000 persons lined the streets of this city today as Governor Mark Hatfield led a delegation from Hollywood in a mammoth civic parade to the Orpheum Theatre for the world premiere of "The Oregon Trail." Producer Richard Einfeld, director Gene Fowler, Jr., and Nina Shipman, who plays the feminine lead in the 20th-

(*Continued on page 4*)

Batjac Appoints Hyams Adv.-Pub. Director

Joseph Hyams has been appointed director of advertising and publicity for Batjac Productions, it was announced by John Wayne, president of the independent film producing company. Hyams will make his headquarters in New York and in Bracketsville, Tex., during the production of Batjac's "The Alamo," a United Artists release, which goes before the cameras early next month. He will work with UA's advertising-publicity-ex-

(*Continued on page 6*)

TELEVISION TODAY—page 6

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, will return to New York today following an extended tour of Russia and other countries behind the Iron Curtain.

•

M. J. FRANKOVICH, director of Columbia Pictures activity in Great Britain and Ireland, has arrived in New York from London.

•

KENNETH CLARK, Motion Picture Association vice-president, returned to Washington yesterday from New York. ERIC JOHNSTON, president, is due back here next week from his home in Spokane, Wash.

•

R. C. COBB, of Cobb Theatres, Fayetteville, Ala., has returned there with MRS. COBB from Chicago and Wisconsin.

•

WILL BALTIN, coordinator for Telemeter's Etobicoke, Ont., installation, is in Toronto today from New York.

•

DENIS SANDERS, director, was married in Hollywood to EMILY RULE, sister of Janice Rule, actress.

•

BOB GUILFOYLE, of the Paramount Pictures traffic department, has returned to New York from Hollywood.

•

J. H. "TOMMY" THOMPSON, president of Martin & Thompson Theatres, Hawkinsville, Ga., has returned there from a Florida vacation.

20th-Fox Product Meet Under Way on Coast

From THE DAILY Bureau

HOLLYWOOD, Aug. 12. — The week-long series of conferences on the fall production schedule of 20th Century-Fox began today between vice-president Joseph H. Moskowitz and production chief Buddy Adler. President Spyros Skouras is due here Saturday to join the talks, following his visit to the Moscow Film Festival.

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OF BETTER AND FASTER SPECIAL TRAILERS
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1327 S. Wabash Chicago 630 Ninth Ave. New York

'Motion Pictures, TV in Space Age' To Be Dramatized at SMPTE Meet

"Motion Pictures and Television in the Space Age," theme of the 86th semi-annual convention of the Society of Motion Picture and Television Engineers, October 5-9 at the Statler Hilton Hotel here, will be dramatized on the second day of the conclave by sessions on Space Technology and Image Sensing, according to the convention program chairman, J. Paul Weiss, of DuPont Photo Products Division, Parlin, N. J.

These sessions, according to Dr. Weiss, are intended to emphasize the application of cinematography and television to rocket and space vehicle research, including both external observations of the vehicles in flight, and observations from the vehicles themselves. In accordance with the interests of the SMPTE, the papers presented at the sessions will stress, mainly, the engineering aspects of the observational equipment.

Sidney Sternberg, chief engineer at the Astro-Electronics Products Division of the Radio Corporation of America, Princeton, N. J., is topic chairman of this section of the convention program, which will include the following participants:

Dr. Nancy G. Roman, head of the Observational Astronomy Program, National Aeronautics and Space Administration (NASA), the first woman scientist ever to address an SMPTE convention session. Dr. Roman's subject: Satellite Astronomical Telescopes.

Rudolf A. Hanel and W. Stroud, Goodard Space Flight Center, NASA, who will discuss Infra-red Imaging from Satellites.

David S. Johnson, assistant chief, Meteorological Satellite Section, U.S. Weather Bureau, whose subject will be "Image Sensing as Applied to Meteorological Satellites."

S. W. Spaulding, manager, Advanced Projects Analysis Group, Astro-Electronics Products Division, RCA, who will discuss Television and Moon Exploration.

Dr. Edwin C. Hutter, John A. Inslee and Thomas H. Moore, all of the AEP Division of RCA, will contribute to a paper on Electrostatic Imaging and Recording.

M. H. Mesner and Milton Ritter, also of the AEP Division of RCA, will present a paper on Image Sensors and Space Environment.

Jon F. Baumunk and Seymour H. Roth, AEP Division, RCA will discuss Pictorial Data Transmission from a Space Vehicle.

Capt. Frank K. Smith, Naval Air Development Center, Johnsville, Pa., will discuss Television Uses for Man-In-Space Research.

Dr. Douglas Duke, Advanced Research Projects Agency, will present a paper on Orbit Determination from Optical Tracking.

Philip N. Bowditch and J. B. Suomala, Massachusetts Institute of Technology, on the subject of Mars Photographic Probe.

Dr. H. Friedman, NASA, will discuss Solar Photography.

Sternberg will conclude the sessions with a discussion of Space Technology and Image Sensing.

As a part of the "Space Day" program, Edgar M. Cortright, chief, Advanced Technology Program, National Aeronautics and Space Administration, will address the convention annual awards session Tuesday evening, October 6th. His subject will be "The Space Age."

U.K. Tax Agreement

(*Continued from page 1*)

sion. In the case of a theatre paying tax of more than £500 annually but not exceeding £750 ($2,100) it would retain half of the rebate and share the balance with the distributors concerned.

It is estimated that up to 900 theatres will now be entirely exempt from tax.

The reaching of accord by KRS and CEA came after previous meetings on the matter had resulted in a stalemate. CEA representatives had urged that inasmuch as the obtaining of relief had been largely the result of exhibitor efforts the rebate should remain exclusively in their hands. KRS men, in turn, argued that the renters were entitled to a reasonable share of the remission.

The formula now worked out is in line with suggestions made by the Chancellor of the Exchequer who, in asking for the theatre relief when he presented his budget to the House of Commons, said he had been especially impressed with the difficulties facing a number of small exhibitors. He implied the relief had been designed to assist them particularly.

Hearst News Appoints Faris Int'l. Editor

The appointment of Barry Faris as international editor of Hearst Metrotone News, Inc., was announced by Caleb B. Stratton, vice-president and general manager. Hearst produces "News of the Day" and "Telenews."

Faris, formerly associate general manager and editor-in-chief of International News Service, has been in retirement since the International-UP merger in June, 1958.

PEOPLE

Thomas C. Grace, resident mar of the Eastwood Theatre, East H ford, Conn., for Perakos Theatre sociates, has been named chai of the East Hartford Chambe Commerce civic affairs committe

□

Abe Zaidan, of the Colu (Ohio) *Citizen* editorial staff, wi theatre editor on the paper du the five-week leave of abs granted **Norman Nadel.**

□

William Nutile, on the staff o Paramount exchange in New Ha Conn., for the past 30 years, taken over ownership of Anchor taurant on College Street there **Al Levett,** the former owner. **Nutile** will serve as hostess.

□

Rein Rabakukk, former assi manager of Loew's Ohio The Columbus, has been named assis at the circuit's Grand Theatre in lanta. He recently completed years of service in the U. S. Arm

Policing Films Abroa

(*Continued from page 1*)

necessary or appropriate to pre the shipment to and disseminatio foreign countries of motion pict which in any respect portray im ality or wrongdoing as prevalent typical of conditions in the Un States or otherwise misrepresent United States or its people."

Smith conceded that most An can films are good propaganda the U.S., but said it takes only a of the wrong kind of films to undo good. In the last two years, he he has received numerous compl from constituents who have abroad concerning the bad effec a few films.

See Few Films Blame-worthy

The resolution similarly states the industry has for the most "recognized both its opportunity serve the cause of international derstanding and its responsibilit present to the world an accurate undistorted view of the U.S. and American people." However, it st a few pictures "may wrongly in that certain forms of wrong-doing prevalent and typical of condi in the U.S. and thus do not accura reflect our nation or its people."

The resolution says "the most sonable and effective solution w be for the motion picture industr self to take appropriate action to vent the overseas dissemination pictures which give a false, mislea or otherwise damaging impressio the American way of life."

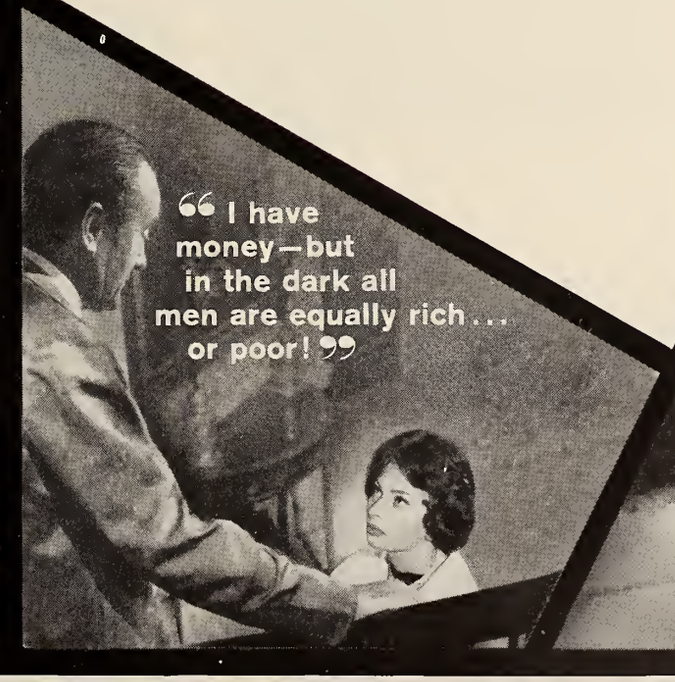
MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. H wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallag Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

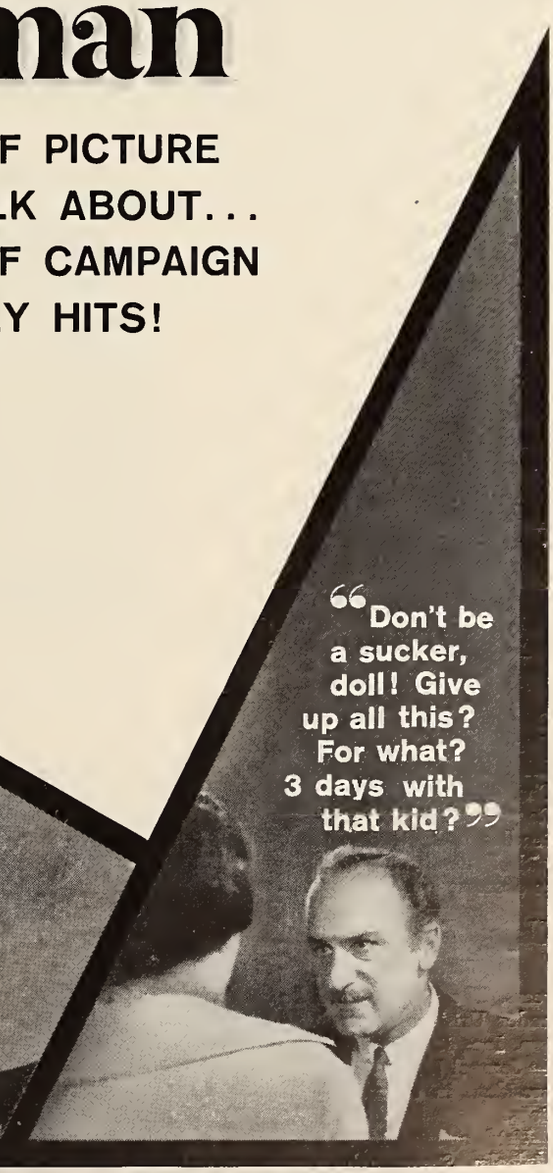
NO ATTRACTION CAN COMPARE WITH THE ATTRACTION OF

That Kind Of Woman

September's runaway hot picture!

THE KIND OF PICTURE THEY'LL TALK ABOUT... THE KIND OF CAMPAIGN THAT REALLY HITS!





Starring **SOPHIA LOREN** · **TAB HUNTER**

Co-starring **JACK WARDEN** · **BARBARA NICHOLS** · **KEENAN WYNN** · Also Co-starring **GEORGE SANDERS** as The Man

oduced by CARLO PONTI and MARCELLO GIROSI · Directed by SIDNEY LUMET · Screenplay by WALTER BERNSTEIN · Based on a Story by Robert Lowry

PARAMOUNT'S PULLING NO PUNCHES! THIS ONE IS SOCK BOXOFFICE!

REVIEW:

Yellowstone Kelly

Warner Bros.

FOR "YELLOWSTONE KELLY," a colorful frontier melodrama, Warner Brothers has corraled three top television personalities whose names may well bring out to theatres that part of the so-called "lost" audience which has been lost because of TV westerns and action dramas. The stars are Clint Walker ("Cheyenne"), Edward "Kookie" Byrnes ("77 Sunset Strip") and John Russell ("Lawman"). With their names as the keynote of the exploitation campaign, this big, handsomely photographed Technicolor western could do fine business.

Burt Kennedy's screenplay, based on the book by Clay Fisher, takes place in the late 19th Century, not long after Custer's ill-fated stand and at a time when the Sioux are again on the warpath. Walker, in the title role, is a former Army scout and now fur trapper, who lives and traps in Sioux country. On a visit to a trading post, Walker turns down a bid to help the Army push the Sioux back up to their Dakota territory and, at the same time, takes on young Byrnes, a raw newcomer in the territory, as his assistant.

On their way back to Walker's camp, he and Byrnes are captured by Sioux warriors who take them to see their chief, John Russell. The latter reveals that he is the young brave whose life Walker had saved years before by taking a bullet out of his body. The chief asks Walker to operate again, this time on a pretty Irapaho Indian girl, Andra Martin, who has been captured by the chief's sadistic nephew, Ray Danton. Major plot complications arise because the chief, as well as his nephew, and eventually, young Byrnes, all fall in love with the girl. She, of course, comes to care only for Walker.

Gordon Douglas has directed the film with emphasis on straightforward action and characterizations which are without complexities, which is appropriate for this kind of frontier tale. The final Indian attack on a small, bedraggled group of soldiers, which climaxes the film, is a particularly fine bit of cinema-staging, set against some rugged and beautiful Arizona scenery.

Walker is solid and stalwart as the nearly invincible hero and Russell calm and impassive as the chief. Byrnes, who rose to fame speaking "beat" lingo, here plays it straight and, for the most part, effectively.
Running time, 91 minutes. General classification. Release, in September.

VINCENT CANBY

ACE-MPA Group

(*Continued from page* 1)

make a formal report to the main ACE-MPAA meeting scheduled for Aug. 25.

Max A. Cohen of ACE presided. Others in attendance were Emanuel Frisch, Harry Goldberg, Harry Mandel and Merlin Lewis, for ACE; Charles Einfeld, Paul Lazarus, Jr., Roger Lewis, Charles Simonelli, Si Seadler and Ed Sullivan for MPAA, with Kenneth Clark and Taylor Mills as observers for the latter.

Uris, Columbia

(*Continued from page* 1)

years. The pictures will be produced under Uris' corporate banner of Dagon, Inc., it was announced yesterday by Samuel J. Briskin, Columbia's vice-president in charge of studio operations.

Uris' agents, Ingo Preminger and Malcolm Stuart, who are partnered with the best-selling author in Dagon, Inc., represented Uris in the negotiations with Columbia, which call for the writer's exclusive services. An unusual aspect of the deal is the fact that although none of the four forthcoming Uris novels is written as yet, all the story lines have met with approval of Columbia's executives. The first two novels, which have topical themes set against the background of contemporary Europe, will be published by Doubleday. Uris will write the screenplay and produce the first film, prior to starting work on the second novel.

'Oregon' Premiere

(*Continued from page* 1)

Fox release rode with the Governor at the head of the parade which included more than a dozen high school and American Legion marching bands, covered wagons, Indians, etc. The event received national radio and press coverage as the premiere is part of Oregon's Centennial celebration.

"The Oregon Trail" opens tomorrow in more than 300 theatres in the Far West in cities along the original Oregon trail of the 1840's.

Detroit Industry

(*Continued from page* 1)

are continuing to do so. Joining in since the start are those distributors whose films have since become available to the subsequent runs, which the newspaper, television and radio advertising and publicity are designed to benefit.

UA 'Beach', 'Sheba' Plans S

(*Continued from page* 1)

in charge of advertising, publicity and exploitation, Morton Nathanson, newly-appointed director of international advertising and publicity, and Fred Goldberg, national director of advertising, publicity and exploitation, participated in the discussions on this international promotion program.

Figuring prominently in the presentation of plans were Maurice Bergman, supervisor of the global premiere unit, who will co-ordinate the world-wide promotional activities, and Meyer Beck, Kramer's New York representative, and George Schaefer, Kramer's business representative.

Calls Campaign 'Unique'

Kramer stated at the outset that the campaign for "On The Beach" must reflect the universal scope of the story and the importance of the stars. "The unique plan for world-wide simultaneous premieres was formulated as a means of dramatizing the universal appeal that made 'On The Beach' a best-seller throughout the world," he stated.

Discussed at the conference were: designation of an "On The Beach Day," to be proclaimed by mayors throughout the world on the day of the premiere; promotion of the picture by means of an international mayors' committee; the formation of a publisher's committee to assist in consolidating newspaper and magazine interest in the motion picture on an international scale.

Store Tie-ups Arranged

On a local level, plans were presented for major department store promotions in every important city in the world. The giant tie-ups, call for all phases of store promotions to be tied to "On The Beach." In addition, a local couple selected for close resemblance to Anthony Perkins and Donna Anderson would assist in the store promotion and appear at the premiere. Also discussed were photographic contests, street parades and other local-level events.

Global promotion plans for "Solomon and Sheba," involving television, educational promotions, color art and theatre displays on a scale never before attempted in the European market, were blueprinted at a UA session yesterday. "Solomon and Sheba" will have its world premiere at the Astoria Theatre, London, on Oct. 27, in the new 70mm Super-Technirama process, marking the first time the widescreen process has been used.

Will Contact Schools

In line with the company's new global concept, UA is launching an educational campaign aimed at schools and colleges throughout Europe. Another global promotion involves the use of color art for European publications. An extensive television promotion is being planned to develop word-of-mouth interest in the film in major population centers on the continent.

In addition, the huge "Solomon and Sheba" mural painting, being prepared by noted American artis
meon Shimin, and other adver
art material will be adapted for
size theatre fronts abroad.

Lewis, Goldberg, and Natha
led the discussion sessions to
mer out specific media campaign
the film. The special "Solomon
Sheba" promotion unit directe
Jonas Arnold and Lois Weber
ticipated in the conferences
domestic and foreign promotio
ecutives.

A startling budget in exce
$1,000,000 will underwrite the
moth campaign. The overall rele
and promotion patterns will in
special hand-tailored planning
merchandising to realize the
full earning power in every city
region of the world.

Promotion tools, involving the
of radio, television, music, sp
exploitation kits and press books,
examined and adapted to the
and requirements of individual
kets around the world.

'Pillow Talk' to Pala

(*Continued from page* 1)

by Sol A. Schwartz, president of
Theatres, and Henry H. Martin,
eral sales manager of Universal.

"Pillow Talk" is already set fo
tended run world premiere en
ments at the Hippodrome Theatr
Cleveland on Oct. 8 and at the M
gan Theatre in Detroit and the U
ed Artists Theatre in Chicago on
9, the same day as the Palace open

Plans $30 Million Fil
Vague About Specifi

Parliament Pictures Corporatio
new company with Lord Mal
Douglas-Hamilton as president,
terday announced plans for a
000,000 biblical production ent
"The Son of God." To be filme
70-mm and something called C
Depth, a new process said to be u
development by a Charles Lang
of Vienna, the four and one-half
production will be ready for rel
in December, 1960, William F
Parliament's chairman of the bo
told a trade press conference here

Free said that Parliament ha
$12,000,000 letter of credit fro
Zurich bank, but declined to iden
his backers by name, not intention
he pointed out, but because he h
self didn't know them. Parliament
in no hurry to begin construction
sets for the film, he continued, si
the greater part of it will be m
with a new development in rear
jection. "We intend to spend thre
four million dollars on extras alo
Free reported, "but we're not goin
build another Holy Land." Free ca
ally mentioned David O. Selznick
Frank Capra as the possible produ
and director of "The Son of Go
but admitted that neither is com
ted to the company. No releasing
rangement has been set for the pict
Free said airily, "We've been told t
that's a minor consideration."

A Enters into New 'One-World' Era

Highlights from United Artists' intercontinental conferences held in New York this week to unify domestic and foreign operations in both promotion and sales.

h its new global emphasis UA is "throwing down the gauntlet the rest of the industry," Max E. Youngstein (above) told the pany executives. William J. Heineman (below) traced the growth merging of interests of the domestic and foreign activities. old Picker is seated in both photos.

ed Goldberg, national director of advertising, publicity and exoitation, and Mort Nathanson, newly appointed director of interational advertising and publicity, direct the work sessions to hamer out overall promotion campaigns on important forthcoming A product.

Key UA home office and European promotion executives are welcomed to the international conferences in New York by Arnold M. Picker, vice-president in charge of foreign distribution. Picker cited the impact of the foreign market in creating a single one-world film industry. Shown with him are UA vice-presidents Max E. Youngstein, William J. Heineman and Charles Smadja.

In chairing the opening sessions, Roger H. Lewis (left), vice-president in charge of advertising, publicity and exploitation, described how the company is unifying its promotional activities to exploit the world market.

Producer-director Stanley Kramer leads a promotion discussion for "On the Beach," which will have global premieres in 22 cities of the world on Dec. 17, supported by a promotional plan that will reflect fully the universal scope of the story and the importance of the featured players. Flanking Kramer are Roger Lewis and Mort Nathanson.

Television Today

How Two Newcomers Parlayed Talent Into $4,000,000 Package for TV

By SAMUEL D. BERNS

HOLLYWOOD, Aug. 12.—Timid souls who despair of coining a fast fortune in this era of vanishing frontiers can draw hope from the "Horatio Alger" example of two enthusiastic young men under 30 who have in just two weeks parlayed talent and a desire to do something different into a $4,000,000 package.

Nick Adams and Andrew J. Fenady performed this money magic on sheer fortitude. With Fenady as producer and Adams as star, they co-own today one of the soon-to-be heralded shows of the upcoming TV season, "The Rebel," which ABC will air Sunday nights in the choice 9 P.M. time slot, starting Oct. 4.

Started as Actor

Adams is a self-educated actor who worked his way up to important billing in "No Time For Sergeants." Fenady entered the business by making a seven-day wonder, "Stakeout On Dope Street," for $25,000, which he sold to Warners for a reported $75,000, taking a tidy 200 per cent profit.

Fenady and Adams used to shoot the breeze about the kind of pictures they would like to make.

They came up with a story idea which they tested on Harris Katleman, West Coast vice-president in charge of production for TV packagers, Mark Goodson and Bill Todman. Katleman told the boys to bring in a script. Inspired with Katleman's reaction, they got busy and wrote one in two days.

Katleman Office His Stage

Adams insisted in acting out the whole plot for Katleman in his office, portraying the hero, a young writer, traveling the West in search of stories in the post Civil War period. Katleman sent the script to Goodson and Todman who reacted with enough money to film a pilot for submission to networks and advertisers. Adams and Fenady set up a corporation, using Paramount studio facilities to film the segment.

"Boom," reports Adams, "first day the pilot was seen in New York it was purchased by L&M cigarettes and Procter & Gamble. Now we're part owners of a $4,000,000 commitment."

VIP Names Hillpot, Flax to Sales Posts

From THE DAILY Bureau

HOLLYWOOD, Aug. 12. — William Hillpot and Jack Flax have been appointed vice-presidents of Video International Productions by VIP president Richard F. Feiner. Hillpot will head national sales and Flax the syndication sales division under Syd Yallen, VIP's executive vice-president for sales and distribution.

Coca-Cola Special Set on NBC in Sept.

"America Pauses in September" will be the title of the one-hour telecast with which The Coca-Cola Company opens NBC-TV's Friday evening series of entertainment specials on September 18 at 8:30 P.M. over almost 200 stations.

The program, which will follow its previous format of presenting variety entertainment against the backdrop of America, will star Gene Nelson, Art Linkletter, the McGuire Sisters, Alan Young, the Kingston Trio, Martin Denny and His Group, and Alfred Apaka. The entire "Holiday on Ice" company will also be on hand, and Burgess Meredith will again be host-narrator.

Alan Neuman to Produce

The show, which will be produced by Alan Neuman, is written by Gordon Auchincloss. Harry Simeone is the choral director, and Harry Sosnick the musical arranger and conductor. Sid Smith and Lee Tredanari will direct.

Electric Auto-Lite Signed by NBC Radio

A $300,000 contract with the NBC Radio Network, marking the return of the Electric Auto-Lite Company to the use of broadcasting media, has been signed by the Toledo auto accessories company.

The order which calls for one-quarter sponsorship of "News-on-the-Hour" for 13 weeks beginning August 31, was announced by William K. McDaniel, vice-president in charge of NBC Radio Network Sales. The contract was placed through Grant Advertising, Detroit.

Cartoon Characters To Tour Dept. Stores

Huckleberry Hound and his sidekick, Yogi Bear, stars of the "Huckleberry Hound" cartoon series produced for Screen Gems by Bill Hanna and Joe Barbera, will visit many of the country's top department stores for promotional purposes during the rest of this year.

Personal appearances are set for Boston, St. Louis, Paramus, N. J., Philadelphia, Pittsburgh, Washington, New Orleans, Los Angeles, Sacramento, Chicago and Cincinnati.

REVIEW:

The Oregon Trail

20th Century-Fox—CinemaScope

THIS CINEMASCOPE and DeLuxe Color drama of pioneer days sho prove a winner in the action market. Starring Fred MacMurray, wh value as a marquee attraction should be considerably on the uptr as the result of his recent appearance in "The Shaggy Dog," "The Ore Trail" boasts bountiful action almost every mile of the way, and selc drags under the crisp direction of Gene Fowler, Jr.

Produced by Richard Einfeld, the film's mounting captures sight sound values equal to those of more pretentious efforts. Also helping make the long trip across the historic trail pleasant is a supporting of both new and old faces, including William Bishop, Nina Shipm Henry Hull, John Carradine and Elizabeth Patterson.

Although the 20th Century-Fox release bears the title of the fam book by Francis Parkman, which influenced so many people in nineteenth century to make the long trip westward to Oregon, it is based on the book, but rather on an original story and screenplay director Fowler and Louis Vittes. Additionally, the book "The Ore Trail" figures importantly in the motivating factors of the film.

MacMurray, a newspaper reporter, is sent by a New York publishe cover the situation in Oregon, enroute to which many settlers influen by Parkman's book have been massacred by Indians. It is also repor that the British and the U.S. are at odds over territorial boundaries Oregon, so there will be plenty to keep MacMurray busy once he rives there.

The greater part of the film, however, is devoted to the journey Oregon, with MacMurray joining a wagon train headed by Henry H Along the way, there are numerous moments of fun and tragedy am the settlers and several skirmishes with Indians. The final run-in w the latter is a hum-dinger, offering countless hand-to-hand encount between Indian and white man and the traditional trick effects of arr piercing backs and stomachs, etc.

There are two major romances in "The Oregon Trail," one betw MacMurray and Indian maiden Gloria Talbott, who will be remembe for a similar portrayal in the recent "Alias Jesse James," and the ot between Bishop, an Army officer traveling incognito, and Miss Shipm a pleasant film newcomer.

"The Oregon Trail" has a nice feeling for history and holds inte throughout its 86 minutes of running time. For its type, the film is ab average and deserving of better playing time.

Running time, 86 minutes. General classification. Release, in Septemb

WARREN G. HAR

Batjac Names Hyams

(*Continued from page* 1)

ploitation department on all phases of "Alamo" promotion.

Hyams, who assumes his new post Monday, leaves Samuel Goldwyn Productions, where he functioned as Eastern press representative for "Porgy and Bess." Previously, he was studio publicity manager for Hecht-Hill-Lancaster. Prior to that, Hyams served in various capacities in the publicity departments at 20th Century-Fox and Columbia Pictures in New York.

To Tour for 'Kelly'

Clint "Cheyenne" Walker and Edd "Kookie" Byrnes, stars of "Yellowstone Kelly," will embark on separate airborne personal-appearance tours in behalf of the Warner Bros.' film that will take them to 35 cities between Aug. 15 and Sept. 2. Walker will leave Hollywood Monday for Salt Lake City.

Byrnes will arrive in Pittsburgh from Hollywood on Saturday.

Justin Resigns from Rivoli Theatre Post

Nick Mark Justin, managing dir tor of the Rivoli Theatre on Bro way, has resigned after eight ye of association with United Artists T atre Circuit, operator of the house was announced yesterday.

Justin will leave for Hollywood day, returning after Labor Day wh he will formulate plans for the futu

Lee Heads Detroit Fo

DETROIT, Aug. 12.—Joseph Lee, for 34 years with 20th Centu Fox, who retired as branch manage few months ago, today became m aging director of the 5,100-seat Theatre. He succeeds Robert Bo well, who has been on loan to Wo mont Corp., building's owners, w took back operation when Natio Theatres relinquished the lease af 20 years a few weeks ago.

Bothwell will remain for an un termined period in an advis capacity.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

86, NO. 32 NEW YORK, U.S.A., FRIDAY, AUGUST 14, 1959 TEN CENTS

ITORIAL

e Legal Leash

By Sherwin Kane

you have wondered what dis- action permits distributors to eet with exhibitors assembled un- he American Congress of Exhibi- label after their having pro- d to be unable for legal reasons eet with Allied States Association heatre Owners of America ear- it develops that an explanation adily available.

is contained in the word "dis- nation."

•

retofore, distributors on the ad- of counsel have balked at sug- ons that they meet with a single bitor group to discuss trade prac- complaints and examine propo- for remedying them.

ution was called for because, stributors, jointly or individually, with one exhibitor group, or even several, large segments of Amer- exhibition still would be omitted. he event of subsequent litigation hose not represented, complain- would be in a position to point he conference which had taken e and advance the contention discriminatory practices evolved efrom.

•

ith the formation of ACE, it is onable to assume that it repre- s all of organized exhibition and rge segment of unorganized ex- tion, which has been urged to tify with it, without cost or quali- g conditions.

all are represented, none can be riminated against.

he conferences now taking place regarded as being in the clear lly on that score.

ne further consideration of nec- y had to be disposed of by the ation-burnt distributors.

•

hat was the subjects which com- y representatives could discuss exhibition within the bounds set the anti-trust laws and their own eral consent decrees.

he subjects of increased produc- , advertising and research pose problems. The fourth approved ject, aid to small theatres, would n to be potentially harmless to all cerned.

et, it was deemed necessary to lude from this category any joint ussion of competitive trade prac- tices. Anything so classified is considered to be solely the concern of individual buyers and sellers.

Despite such externally required limitations, much can be accomplished that the industry stands urgently in need of and can obtain only through what teamwork is permissible.

COLUMBIA'S "TINGLER" TOPS "HERCULES" IN OPENING AT BALTIMORE HIPPODROME

also continues biggest non-holiday business in five years at Broadway Capitol, Detroit, for second week

ADVT.

Public Authority for Television Comes As Surprise in Ireland; Trade Relieved

By T. J. M. SHEEHY

DUBLIN Aug. 11 (By Air Mail).—Announcement by the Irish Government that television in the Republic is to be controlled and operated by a public authority has come as a great surprise to the general public.

The theatre industry has received news of the TV plans with a feeling of slight relief and the general public is somewhat disappointed.

Since publication of the report of the government's television commission some months ago, the public has been busy speculating which of the private commercial concerns that had

(*Continued on page 4*)

Unified Ad Campaign For UA Pictures Set

A program of close coordination between the booking and promotion of United Artists releases in the overseas market was worked out yesterday at the company's intercontinental promotion conferences here. The program involves long-range adaptation of basic advertising and publicity for the foreign market, with particular emphasis on ads, posters and trailers.

Instead of converting domestic pro-

(*Continued on page 2*)

'Northwest' Sets All-Time Record at Music Hall

The all-time first week box-office record at the Radio City Music Hall has been set by MGM's "North By Northwest." The thriller grossed $208,395 for the week ended Wednesday night. The figure is $10,000 more than the previous record holder, "High Society," also an MGM picture, which played the Music Hall in August, 1956.

Plan a 'Salute'

Greater Film Coverage Set In St. Louis

'Globe Democrat' Pledges To Increase Industry Space

Special to THE DAILY

ST. LOUIS, Aug. 13.—Increased coverage of motion pictures in the *St. Louis Globe Democrat* was pledged by its publisher, Richard A. Amberg, at a luncheon held here at the Racquet Club attended by several other *Globe* executives and industry leaders from distribution and exhibi-

(*Continued on page 3*)

Fifer Appointed NAC Executive Director

Special to THE DAILY

CHICAGO, Aug. 13. — Russell Fifer of Chicago has been named executive director of the National Association of Concessionaires, according to a joint announcement released here by Philip L. Lowe, Lowe Merchandising Service, Newton Center, Mass., and NAC president; and Lee Koken, RKO Theatres, Inc., New York, and NAC board chairman. Fifer replaces Thomas J. Sullivan.

Russell Fifer

Fifer has had 20 years of trade

(*Continued on page 4*)

Expects Fall Premieres Of Soviet Pact Films

From THE DAILY Bureau

WASHINGTON, Aug. 13. — U.S. Information Agency director George Allen today indicated he expects film premieres under the Soviet-American

(*Continued on page 4*)

TELEVISION TODAY—page 4

PERSONAL MENTION

LEOPOLD FRIEDMAN, chairman of the board of Loew's Theatres, and MRS. FRIEDMAN, will leave New York today for Paris and Switzerland.

•

EDWARD E. SULLIVAN, 20th Century-Fox publicity director, will leave here over the weekend for Rome.

•

STANLEY KRAMER, producer, returned to Hollywood yesterday from here.

•

HARVEY MATOFSKY, United Artists trade press contact, will leave New York today for a two-week vacation at Cape Cod.

•

JOHN A. CASSIDY, RKO Theatres publicist, will leave here today with MRS. CASSIDY for a tour of the West and the Canadian Rockies.

•

ANIS KOUSSA, manager of the Monrovia Entertainment Center, Libera, Africa, has arrived in New York from London.

•

AUDREY LOUISE ASTRIN, daughter of NEAL ASTRIN, member of the playdate department at United Artists here, will be married tomorrow to M. DAVID TELL, of Westbury, L. I.

•

L. C. MONTGOMERY, president of Delta Theatres, has arrived in New York with MRS. MONTGOMERY from New Orleans.

•

MIKE KAPLAN, Columbia Pictures unit publicist, was in Columbus, O., from New York.

•

ROWLAND V. LEE, producer of Buena Vista's "The Big Fisherman," has returned to the Coast from New York.

Warners Sets Release For 45 Short Subjects

Warner Bros. is releasing 36 technicolor cartoons, three two-reel color pictures and six color one-reelers in its 1959-1960 short-subjects program. The cartoon releases include six "Bugs Bunny Specials," 14 "Merrie Melodies" and "Looney Tunes" and 16 "Blue Ribbon Cartoons."

The two-reel films are: "Jungle Terror," "Danger Is My Business," and "Snow Carnival." The one-reelers are: "Royal Duck Shoot," "Daredevils on Wheels," "Happy Holidays," "Jungle Man-Killers," "Hunting the Fox," and "That's Bully."

'Hot' and 'Horse' Global Promotions Drafted at UA Intercontinental Meets

All-media global promotion plans for the Mirisch Company's "Some Like It Hit" and "The Horse Soldiers" were drafted and discussed Wednesday during the United Artists intercontinental conference here. Chairing the session on the two films were Roger H. Lewis, UA vice-president in charge of advertising, publicity and exploitation; Fred Goldberg, national director of advertising, publicity and exploitation, and Morton Nathanson, newly-appointed director of international advertising and publicity.

Major elements of the international promotion of Billy Wilder's "Some Like It Hot," emphasizing the overseas box office potential of its three stars, Marilyn Monroe, Tony Curtis and Jack Lemmon, were detailed to the UA sales and promotion executives in attendance.

Included in the promotions are heavy local level co-operative advertising, a special music cross promotion, wider use of television and radio spot announcements, book promotions, contests and merchandising tie-ins.

The special music campaign involves three United Artists LP albums. In addition to the "Some Like It Hot" soundtrack album, featuring Marilyn Monroe, the promotion will feature a "Some Like It Hot Cha Cha" album and a special jazz showcase LP entitled "Some Like It Cool." Special attention was drawn to the 45 rpm recording of Miss Monroe singing "I Wanna Be Loved by You" and "I'm Through With Love" which has reached best-seller proportions.

In describing European plans for "The Horse Soldiers," the combined international marquee power of its stars, John Wayne and William Holden, was underscored. As in the case of "Some Like It Hot," particular emphasis will be placed on intensive local-level campaigns and a wider use of radio and television outlets. Merchandising tie-ins, direct mailing campaigns, book promotions and contests were also blueprinted at the session.

Preparing Music Campaign

In the works, too, is a major music campaign centered around two United Artists Records' albums. First, the picture's soundtrack recording, "Constance Towers Sings to the Horse Soldiers," featuring the young actress who makes her debut in the film, will be highlighted. A 45 rpm recording of "I Left My Love" from the film, by Stan Jones is also set.

Special materials available to the overseas representatives includes a special field kit in the form of an actual Civil War saddle bag, containing photo layouts, biographies, recordings, artists' sketches, ad proofs and color art. Color maps of Grierson's famous raid, color prints of Symeon Shimin's four-color art and portfolios of actual Civil War battle photographs with matching production scenes from the film will also be provided.

Carter Adds Rep. Pref. Debentures to Holdings

Victor M. Carter, president and chairman of Republic Pictures, continued to add to his holdings in the company during July, as did Tisch Hotels to its holdings of Loew's Theatres, and Universal Pictures to its Decca Records interest, according to reports filed with the Securities and Exchange Commission.

Carter reported the purchase of 249,383 shares of Republic common, raising his direct holdings to 347,720 shares. He also reported the purchase of 14,800 preferred shares of Republic by both Metalsmith's, Inc., and Holmes Manufacturing Co. Inc., making holdings of Metalsmith's of 15,200 preferred shares and holdings of 14,800 for Holmes Manufacturing. Carter also reported the purchase of $1,119,800 of cumulative income debentures, raising direct holdings to $1,264,800.

Tisch Hotels added 45,300 shares of Loew's Theatres to its holdings in July, bringing the total to 385,400.

Universal added 12,200 shares of Decca, raising its holdings to 241,700 shares.

Unified Drive

(*Continued from page* 1)

motion materials for foreign use after their completion, the needs of the overseas market will now be considered and acted upon in the initial planning for each individual picture.

The early adaptation of these materials will assure maximum promotional impact at the time of release in the foreign territories, it was pointed out. Overseas campaigns will be fully developed to coincide with booking patterns.

Joseph Gould, UA advertising manager, led the discussions blueprinting long-range advertising campaigns for overseas markets. Morton Nathanson, director of international advertising and publicity, and Fred Goldberg, national director of advertising, publicity and exploitation, directed the conference meeting.

'Third' for November

Walt Disney's "Third Man on the Mountain" has been set as Buena Vista's Thanksgiving release and will open in principal, key cities in mid-November.

Records, Televis[ion] Topics at UA M[eet]

United Artists' growing subsid[iary] in the television and music fiel[d] cupy a prominent position i[n] unified foreign and domestic [mer]chandising program establishe[d] UA's first intercontinental prom[otion] conference now being held b[y] company here.

Herbert L. Golden, preside[nt] United Artists Television, Inc., principal spokesman for the [com]pany's TV activities. David V. [Bo] executive vice-president of U[nited] Artists Records, Inc., discusse[d] various aspects of the record [com]pany's progress and plans for e[xpan]sion.

Golden's remarks underscore[d] global possibilities of UA's filme[d] vision series now in production a[nd] the vast supply of several tho[usand] theatrical feature films and shor[t] jects now being made availabl[e] television distribution.

Picker detailed United Artists [Rec]ords' current and future progra[m] LP albums with some of the [well] known artists in the field. He [also] underscored the promotional val[ue] records made from soundtrac[ks] major UA film releases.

Ruth Pologe to Ha[ndle] A-I F. D. Publicity H[ere]

Ruth Pologe has been appo[inted] Eastern publicity representative [for] American-International Film D[is]buting Corp. at the company's [new] offices at 165 West 46th Street [in] New York.

For the past two years Miss P[ologe] was associated with the Rank O[rgan]ization in New York. Prior to tha[t] was with the Arthur P. Jacobs P[ublic] Relations Co. and Republic Pic[tures] Corp.

Re-Sign with Decca

The McGuire Sisters, whose [latest] ords have exceeded sales of 26 [mil]lion, have had their current con[tract] extended for a new long term p[act] by Coral Records, a subsidiar[y] Decca Records, Inc., it was [an]nounced by Milton R. Rackmil, [pres]ident.

NEW YORK THEATR[E]

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
CARY GRANT EVA MARIE SAINT JAMES MASON
in ALFRED HITCHCOCK'S
"NORTH BY NORTHWEST"
An M-G-M Picture in VistaVision • Technicolo[r]
and GALA NEW STAGE SPECTACLE "SUMMER FESTIVAL"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. [Ba]
Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. [Hol]
wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bure[au]
Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. [Ad]
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as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as s[ec]
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

pitol Renovations Cost Over $750,000

novations of the Capitol Theatre roadway are expected to cost over ,000, it is reported by Eugene er, president of Loew's Theatres. house will suspend operations in November and reopen at Christ-

ne orchestra section is to be com- ely reseated, with large "lounger- " chairs and capacity reduced in neighborhood of 700 seats. The e auditorium will be redecorated relighted in pastel colors.

J. J. McNamara in Charge

hn J. McNamara, theatrical itect, has completed plans for ex- ive alterations to the front, lobby foyer of the Capitol. These will ude the installation of new chan- of entrance and egress from the estra area, and a bright, stream- l lobby of modern design, which include use of marbles, mosaics fine woods; new rest rooms for men and women. The center box- e will be shifted to the uptown of the entrance and a new mar- and electric display installed.

ra. Not Negotiating r Acquisitions Now

hile Paramount Pictures con- es to be interested in expansion ide the motion picture industry, ently it is not engaged in any ptiations of the kind, a company esman has stated.

he comment was made in con- uence of the recent revival of re- s that Paramount was negotiating acquisition of an "important burgh electronics company." The esman said those negotiations e abandoned several weeks ago.

cobs Sets Up New stribution Firm

rnold Jacobs has resigned as gen- sales manager of Dominant Pic- s Corp., theatrical distributing sidiary of United Artists Asso- ed, Inc. to establish his own re- ing organization, the Ajay Film pany here.

nder his new firm, Jacobs will tinue handling Dominant theatrical ion picture releases. He is also uiring outside product for na- al and local distribution. Prior to ing U.A.A., Jacobs was in his own ributing business for many years.

omote 'Kiss' by Phone

lenn Ford, Debbie Reynolds and ctor George Marshall have com- ed a three-day series of conference phone calls to 20 cities in nation- exploitation of Metro-Goldwyn- ver's "It Started With a Kiss." y talked to newspaper columnists motion picture critics in San ncisco, Portland, Denver, Rochest- Pittsburgh, Charlotte, Atlanta, acuse, Fort Worth, Wichita, Hous- New Haven, Hartford, Cincin- , Dallas, Oklahoma City, El Paso, mi and Birmingham.

REVIEW:

For the First Time

Astor-Corona-MGM

THE BIG NEWS emanating from this lush Technicolor musical is that Mario Lanza is back, and in fine physical and vocal form. Not so many years ago one of the most popular operatic stars in the world as the result of his appearance in "The Great Caruso," the husky tenor again demonstrates in this Alexander Gruter production many of the qualities which have endeared him to his public throughout a stormy career.

For the many people, then, who like the standard Lanza character of a "big" singer with a little boy's psyche, "For the First Time" is their entertainment dish. And even for the non-Lanza fans, the film has considerable to offer in the way of Technirama vistas of Rome, Naples, Capri, Salzburg, Vienna and Berlin, where it was filmed as a Corona Film, Germany, and Astor Film, Italy, co-production for worldwide release by MGM.

Directed by veteran Rudy Mate from a screenplay by Andrew Solt, "For the First Time" finds Lanza as a celebrated and unpredictable American tenor. Scheduled to appear at the Vienna Opera House, he keeps the audience waiting while he vocalizes for the turn-away crowd outside, creating a scandal which causes him to escape from the public eye to Capri. Here he meets pretty Johanna Von Koszian, a deaf girl who changes the course of his erratic career.

Presented with this complication, namely, that a deaf girl isn't going to marry a tenor unless she is able to hear his golden voice, one has a pretty good idea of the remaining plot developments in "For the First Time." Consultations with various eminent physicians are sought, and Miss Von Koszian undergoes a successful operation. As an anti-climax, she loses her hearing again, but only long enough for Lanza to undergo a regeneration of character.

FOR THE LADIES especially, "For the First Time" has definite "handkerchief" appeal, particularly in the scene when Miss Von Koszian, from her hospital bed, hears Lanza for the first time, as he sings "Ave Maria." And for the men, there is the incomparable Zsa Zsa Gabor, who has limited acting ability but makes up for it with a "so who cares" delivery and a provocative figure draped in equally provocative gowns.

The main burden of dramatics is on Lanza and Miss Von Koszian, with both performing capably. She is an attractive newcomer of quiet charm.

In addition to Miss Gabor, cast as a rich adventuress, the supporting players include Kurt Kasznar, Hans Sohnker, Renzo Cesana and Annie Rosar, the latter currently starred in "Embezzled Heaven."

Giving greatest support to the leading players, however, are the breathtaking scenic backgrounds, photographed by Aldo Tonti. Then too, there are numerous musical numbers, both popular and operatic, featuring Lanza and his mighty vocal chords. These were directed by George Stoll.

Running time, 97 minutes. General classification. Release, in September.

WARREN G. HARRIS

Dietrich Named to Houston Fearless Post

From THE DAILY Bureau

LOS ANGELES, Aug. 13. — Noah Dietrich, for many years a financial associate of Howard Hughes, has been named an administrator of Houston Fearless Corp., manufacturer of film processing systems and precision audio-film equipment for motion pictures and television, with headquarters here.

Steele, Woike Aides

The others who will assist in direction of the company are Emmett Steele, former Litton Industries military sales director; and Richard Woike, Eastern financier. The company plans expansion in the advanced industrial and military electronics fields.

Six Films Completed Five Started, on Coast

From THE DAILY Bureau

HOLLYWOOD, Aug. 13. — Production maintained a steady pace this week, with five pictures started and six completed, bringing the total number of productions shooting to 30.

Started were: "Because They're Young" (Drexel Film for Columbia release); "Please Don't Eat the Daisies" (Euterpe Production for Metro-Goldwyn-Mayer); "Tall Story" (Mansfield Production for Warner Brothers); "Tormented" (Cheviot Productions, Inc.) and "Frenzy" (the latter two are independent productions).

Completed were: "The Gene Krupa Story" (Philip A. Waxman Production for Columbia Pictures); "Li'l Abner" (Panama & Frank Production), and "A Breath of Scandal" (Ponti-Girosi Production), the latter two for Paramount release; "The Best of Everything" (Company of Artists-20th Century-Fox); "Spartacus" (Bryna Production), and "The Private Lives of Adam and Eve" (Zugsmith-Doff Production) Universal - International releases.

Film Coverage

(*Continued from page* 1)

tion. Purpose of the affair was to review *Globe* treatment of film activities and determine ways and means to improve it.

The major event discussed was a plan for the newspaper to publish a salute to the industry, including local theatres and Hollywood at large, in the form of a 16-page tabloid. Tentative date for this is Friday, Sept. 18, with it naturally depending on industry advertising participation. Everyone present was in agreement with the plans as described.

Other ideas were presented, and Amberg assured the group they would be placed into effect immediately. For one, the paper will start next Wednesday to run a regular weekly feature carrying news information about pictures opening in the next week. This is in addition to their regular Sunday coverage.

'Top News Interest'

Amberg also agreed with those present that Hollywood and its product still represent top news interest. He proposes to feature Hedda Hopper's column more frequently and said his paper would give the "red-carpet" treatment to visiting stars, starting with arrival shots at the airport, etc. Further, wire features on films and stars will be increased. And color shots of top stars will appear frequently in the *Globe's* Sunday Magazine supplement.

Movietonews' Unit To Make Documentary

Headed by production supervisor and director Jack Gordon, a Movietonews, Inc., sound and camera unit leaves here this weekend for a round-the-world tour. The expedition will record additional aspects of the international activities of the Junior Chamber International for a documentary feature film sponsored by Pepsi-Cola International.

This is the second production to be made by Movietonews, Inc., in connection with the Junior Chamber's annual international conventions, gathering from all over the world of young business and cultural leaders to promote trade and friendship among free nations of the world.

'Rocket,' 'Tom' Big

Columbia's "Have Rocket, Will Travel" and "The Legend of Tom Dooley" grossed a big $17,250 for its first seven days at the Twin Drive-In in Cincinnati and has been held over for a second week, the company reported here. "Have Rocket" also racked up $35,000 in Pittsburgh, the biggest gross in five years for a multiple-run in that area.

Television Today

CBS Six-Month Earnings Show Increase of 6%

Consolidated net income of Columbia Broadcasting System, Inc., for the first six months of 1959 was $13,318,871, compared with $12,521,556 earned in the first half of 1958, it was announced by William S. Paley, chairman of the board, and Frank Stanton, president. This is an increase of 6 per cent.

Net sales for the first six months of 1959 totaled $215,089,500, as compared with $201,433,378 for the corresponding period last year. This represents an increase of 6 per cent.

Current earnings are equivalent to $1.64 per share. Earnings of $1.59 per share were reported for the first half of 1958. Per share earnings are calculated on the average number of shares—8,129,481 in 1959 and 7,881,400 in 1958—outstanding during the respective six months' periods.

The board of directors has declared a cash dividend of 30 cents per share on its common stock payable Sept. 11, to stockholders of record at the close of business on Aug. 28.

Ireland's TV

(*Continued from page* 1)

submitted schemes and bids would be granted the television monopoly, subject to agreed controls.

The commission had made no final choice but had recommended that the TV network should be established and operated by a private contractor under lease from a statutory board which would exercise certain controls.

The commission's terms of reference practically presupposed that private enterprise would run the TV service.

Now the government has stated that "to ensure the most effective public control the new television service should not only be controlled but should also be operated by an Irish public authority to be set up for the purpose, and that the necessary capital should be provided by the government subject to there being no ultimate charge on the Exchequer.

Can Authorize Advertising

"The authority will be authorized to make arrangements to let time through the most convenient and feasible channels for advertisements to the extent that it may consider this desirable or necessary."

The announcement was made by W. Hillrand, minister for posts and telegraphs, whose department also runs the national radio broadcasting monopoly. He indicated that single statutory authority would be appointed to control both television and broadcasting and that the latter would be maintained at its existing level.

Screen Gems 'Stakeout' To Lenwil Productions

From THE DAILY Bureau

HOLLYWOOD, Aug. 13.—Herbert B. Leonard's Lenwil Productions is taking over production of Screen Gems' "Stakeout" telefilm series which stars Walter Matthau and will produce it in partnership with SG.

Leonard will personally produce, with Sam Manners and Earl Lyons serving as associate producers. Bill Ballenger has been set by Leonard to script.

Leonard left by plane today with Ballenger for Miami, Tallahassee and the Florida Keys to scout locations and set up production facilities and schedules. Interiors will be shot at Screen Gems in Hollywood.

Zugsmith to Produce 11 Pictures in 1960

From THE DAILY Bureau

HOLLYWOOD, Aug. 13. — Albert Zugsmith announced that he will produce 11 films at three major studios during the 1960 season. The total nearly doubles his present schedule of six films by the end of 1959.

Now at Universal - International where he is finishing "The Private Lives of Adam and Eve," Zugsmith will begin "The Platinum High School" at Metro-Goldwyn-Mayer in September, to be followed by his Allied Artists production of "Teacher Was A Sexpot" in November.

Announced for next year by Zugsmith are: "Anatomy of the Syndicate," "How To Break Into the Movies," "Confessions of An Opium Eater," "This Rebel Age," "The Incredible Baron Munchausen," "One Wife Is Enough," "Nymphet," "The Man Who Lived Forever," "God Has A Long Face," "The Young Runaway," and "The College Story."

Buena Vista to Hold Sales Meets Next Week

Long-range promotional plans covering the key city launching of Rowland V. Lee's "The Big Fisherman" in October and the national openings of Walt Disney's "Third Man on the Mountain" and "Toby Tyler," November and February 1960 respectively, will be formulated at a series of meetings at the Buena Vista home office next week.

Roy O. Disney, president of Walt Disney Productions, Disney vice-president Card Walker, and studio executive Larry Grayburn will fly here from Los Angeles this weekend to meet with Buena Vista president Irving H. Ludwig and other BV executives.

Participating in the discussions will be Ned E. Clarke, foreign sales manager; Lou Gaudreau, executive vice-president; Charles Levy, advertising-publicity - exploitation director; Jim O'Gara, Eastern sales manager; and Jesse Chinich, Western sales manager.

Para. Building Up New Star 'Stable'

Paramount Pictures has hopes for building up a new "stable" of top, established stars reminiscent of those the major studios had during the 1930's and '40's. A spokesman for the company here yesterday said the project was one of those foremost on the agenda of Jacob Karp, who recently took over as studio head.

The desire to implement this plan was said to be behind the intensive efforts of the studio to settle its differences with William Holden and sign the actor to a new contract. Karp personally conducted negotiations with Holden, resulting in the agreement announced late Wednesday in Hollywood. The pact is for seven years but is non-exclusive, allowing Holden to make an unspecified number of outside films during the period it runs.

Got His Start at Paramount

It was on the Paramount lot that Holden developed into a major box office draw, a fact which Karp pointed out in announcing the new arrangement. First role for Holden on his return will be a Perlberg-Seaton production, "The Counterfeit Traitor," which will be shot early in 1960 on location abroad.

Karp was also instrumental in concluding the company's deal with Jerry Lewis which was finalized early this summer. That contract calls for Lewis to star in seven pictures for Paramount in the next seven years. In addition, Lewis will produce and star in seven other pictures to be made by Jerry Lewis Productions, Inc., over the same period.

Unlike the deal with Holden the one with Lewis gives Paramount exclusive rights to the latter's talent for the time covered in the contract.

At the present time Karp is talking with other top stars to secure their services on an exclusive basis, it was revealed. And regarded as already in the Paramount "stable" are a number of actors and actresses under contract to Hal Wallis, who releases all his films through the company.

Obstacles Encountered

Obstacles in the way of acquiring major talent on an exclusive basis are serious ones, it was admitted. The top screen personalities can just about write their own ticket these days, and most prefer to do that, negotiating their services picture-by-picture to secure the best terms possible. In many cases they insist on direct participation in profits each film makes.

Paramount, however, is launched on a concerted drive to build up its own star "stable" again. And it wants "exclusive" deals whenever possible.

Disney Dividend Set

HOLLYWOOD, Aug. 13. — The directors of Walt Disney Productions at their regular meeting today declared a quarterly cash dividend of 10 cents per share on company's common stock, payable Oct. 1, 1959 to stockholders of record Sept. 11, 1959.

Fifer Is Name

(*Continued from page* 1)

association experience. He serve American Butter Institute as e tive secretary for 14 years, gath experience in all phases of food allied fields. His promotional a ties have included lecturing, t sion appearances, culinary clinics,

Fifer is an active member o Chicago Rotary Club, having s it in many capacities, including of vice-president and editor c weekly publication.

Expects Fall Premie

(*Continued from page* 1)

film exchange agreement to com on schedule this fall.

Speaking to the National Club, Allen, who accompanied president Nixon to Russia, sai felt delays in the premieres of S films here and American films in cow were primarily technical, a two countries checked dubbed sc tracks. He added he can see no re why the premieres shouldn't be this fall, and that he believes the pictures involved in the exch agreement will be shown later.

To Tour Key Cities For 'Talk' Promotio

Universal - International is l up extensive tours for behind scenes personalities in conne with key city openings of "P Talk," David A. Lipton, vice-p dent, said yesterday. Director Mic Gordon will be the first of these sonalities to leave, planing out the weekend for New York, which he will go to Baltimore, W ington, Detroit and Cleveland. latter city has been selected for world premiere of the picture at Hippodrome Theatre on October

Will Hold Conferences

In each of the cities he visits don will meet with exhibitors, press conferences and make radio TV appearances. Other personal already set for tours are produ Ross Hunter and Martin Melc whose itineraries are now b mapped.

'Gladiator' to Boston

HOLLYWOOD, Aug. 13. — " of the Gladiator," American Inte tional color special starring Anita berg, will start a 100-theatre Bo area saturation engagement Sept with the Paramount there as flag of the run, it was announced to by General Sales Manager Leon Blender.

Transfer Donnenfeld

Bernard Donnenfeld, formerly the Paramount Pictures home o legal and business departments, transferred to a key executive posi on the company's Eastern produc staff, which is under the directio Russell Holman.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 33 NEW YORK, U.S.A., MONDAY, AUGUST 17, 1959 TEN CENTS

oungstein:

A Production ivestment At 115,000,000

cker Says Manpower to Increased Overseas

nited Artists now has a product stment of $115,000,000 in fea- s completed and ready for release, ut to go into production or in ve preparation, it was announced Max E. Youngstein, vice-president, he concluding session of the com- y's intercontinental promotion con- nce here on Friday.

t the same session, Arnold M. ker, vice-president in charge of for- n distribution, declared that the pany is increasing its manpower he overseas areas to back its finest centration of blockbuster attrac- ns. He announced that the enlarged motional budgets and staffs were t of the company's program to

(*Continued on page 2*)

elde Begins Second eries of Sales Meets

From THE DAILY Bureau

HOLLYWOOD, Aug. 16. — James Velde, United Artists vice-presi- nt in charge of domestic sales, be- s the second lap of his series of es meetings tomorrow in Los An- es. He is meeting company dis- ution representatives and exhibitor ders in the United States and nada. The cross-country sales ing has already taken him to Wash- ton, and from here he will go on

(*Continued on page 2*)

Cry Tough' to Open t RKO Palace Here

"Cry Tough," starring John Saxon d Linda Cristal, will be the next raction at the RKO Palace Theatre Broadway, following "The Diary Anne Frank."

The Canon Production is released rough United Artists.

ELEVISION TODAY—page 5

'Third Man' Series Rolls Again at Shepperton Following Confab Between Unger and O'Brien

By PETER BURNUP

LONDON, Aug. 16.—Production of "The Third Man" television series was resumed at Shepperton Studios on Friday following night-long discussions between Sir Tom O'Brien, of the National Association of Theatre and Kine Employees, and Oliver A. Unger, of National Telefilm Associates, who flew here from the States for the talks. NTA, British Lion and BBC are producing the series.

The dispute was an outgrowth of a move on the part of the producers to transfer production of the 39 episodes of the TV series to Hollywood following difficulties with the British union regarding overtime and other labor factors which, it was feared, might prevent the completion of the series. NATKE had threatened to "blackball" the series if the shift to Hollywood was made.

At Friday's conference Sir Tom gave Unger definite assurance that the union would not interfere with production of "The Third Man." It was not made clear, however, whether this assurance would continue in effect with regard to production of other series in the future.

Meanwhile, "The Third Man" once again is rolling at Shepperton.

WMGM Starts Rogers Hospital 'Spots' Today

A series of seven one-minute spots a day, for a period of 14 days, a total of 100 announcements, will be heard over station WMGM beginning today, dealing with the healing and research work being carried on at Saranac Lake, New York, by the entertainment industry's Will Rogers Memoriay Hospital and Research Laboratories.

This free air time given by WMGM to the research and treatment programs conducted in the field of chest diseases by Will Rogers Hospital,

(*Continued on page 4*)

Join Forces in Fight Against S.C. 'Blue Law'

Special to THE DAILY

SPARTANBURG, S. C., Aug. 16.—Charging the sheriff with failure to enforce the "blue laws" equally and impartially, another Spartanburg area theatre—The Scenic Drive-In—has decided to join Claude Rumley, operator of the Fox Drive-In, in a continuing campaign to openly defy the law. They plan an all-out effort to bring about repeal of South Carolina's controversial statute prohibiting Sunday movies.

Both Rumley, already facing three

(*Continued on page 3*)

REVIEW:

It Started with a Kiss

Arcola Prod.—MGM—CinemaScope

STRICTLY IN THE GROOVE of current comedy is "It Started with a Kiss." Take a far-fetched idea; spice it with risque dialogue; throw in some farcical situations, preferably taking place in a bedroom; cast with personable players; and photograph in CinemaScope and color. How can you miss?

That is the formula MGM has followed in this Arcola Production. The far-fetched idea is that a young girl would marry a sergeant two days after she first meets him and then decide that since their attraction for each other is primarily physical they should maintain a platonic relationship for the first month at least of their wedded life. The risque dialogue contains such "frank" phrases as "sleeping together" and coy references to pregnancy as "having a cake in the oven." The very personable play-

(*Continued on page 4*)

Rosenfield Says:

Int'l Promotion Is Now Basic Industry Policy

Experiment with U.S. Unit Man Abroad Called Success

By WARREN G. HARRIS

Promotion on an international scale is basic for everybody in the industry today, Jonas Rosenfield, Jr., Columbia Pictures executive in charge of advertising and publicity, told a trade press conference here Friday.

Jonas Rosenfield

Rosenfield has just returned from a three-week visit to Europe where he met with most of the producers of coming Columbia releases being filmed there, and he was most impressed by

(*Continued on page 3*)

Drive-In to Cut Price For Small Automobiles

Special to THE DAILY

CHICAGO, Aug. 16. — A new drive-in theatre opening here soon will give a price break to small cars. Because the cars take up less space, occupants will get in at a reduced price—75 cents each instead of the regular $1 admission—when the Chicago Sheridan Drive-In Theatre opens Labor Day.

This was announced by Herb Elisburg of Chicago, managing director for the Sheridan Drive-In Theatres of Dayton (Ohio) who said the new 1,600-car outdoor theatre will be the first in the nation to have special facilities for small automobiles. Using the Renault Dauphine as a model, the owners have designed portions of four ramps to be reserved sections for 100 small cars "so occupants can see the screen without having to stretch to see over car tops," Elisburg said.

PERSONAL MENTION

EUGENE PICKER, president of Loew's Theatres, and JOHN F. MURPHY, executive vice-president, are expected back at their desks today following a trip to Chicago and other cities of the Midwest.

•

IRVING RUBINE, Highroad Productions vice-president, left here yesterday for London and Paris.

•

PAUL CUNNINGHAM, president of ASCAP, will be in Chicago from New York on Friday to deliver an address at the Chicago land Music Festival.

•

BERNIE JACON, Hal Roach Distribution Corp. salesman, will leave here today for Chicago.

•

PETE JAEGER and SIG SHOR, owners of "Tamango," will leave here today for Detroit, where the film will have its American premiere at the Fox Theatre.

•

KATHARINE HEPBURN returned to New York on Saturday from London via B.O.A.C.

•

J. E. HOBBS, Allied Artists branch manager in Atlanta, has left there for Charlotte and Jacksonville.

•

SHELLEY WINTERS left New York on Saturday for Falmouth, Mass.

•

MRS. KENNETH DIMMICK, wife of the manager of the Nugget Theatre, Hanover, N. H., has entered Mary Hitchcock Hospital there for surgery.

•

SHIRLEY JONES and her husband, JACK CASSIDY, left here yesterday for London via B.O.A.C.

•

JOHN SAXON, starred in Canon Productions' "Cry Tough" for United Artists, will arrive in New York today on the final leg of a cross-country tour in behalf of the film.

The Buzz that Builds Biz!

MR. HOLLYWOOD MOVIE BEE TRAILER

Contact your local NATIONAL SCREEN SERVICE EXCHANGE

Litton Industries' Sales, Earnings Up

From THE DAILY Bureau

HOLLYWOOD, Aug. 16.—Marked advances in both sales and earnings for Litton Industries during fiscal year 1959, which ended July 31, were announced by president Charles B. Thornton. The preliminary report showed sales of approximately $125,000,000, up 50 per cent over the $83,155,473 of last year, and after-tax earnings of approximately $6,000,000, including about $1,000,000 of special income credits from an earlier beneficial purchase, or a 62 per cent increase over the $3,702,203 reported for the 12 months of fiscal year 1958.

After provision of approximately $6,000,000 for federal and foreign taxes for the year, earnings equalled approximately $3.24 per share for the 1,796,214 shares outstanding at year end. These earnings were 57 per cent greater than the per share earnings last year, which after adjustment for a 2½ per cent stock dividend following year end, amounted to $2.06.

Large Attendance at Conn. Golf Fete Seen

Special to THE DAILY

NEW HAVEN, Aug. 16. — From all indications it appears that the annual golf tournament sponsored by the Motion Picture Theatre Owners of Conn., will have its largest attendance this year. Leaders of all segments of the motion picture industry in New York and New England will be present. One of the guests of honor will be the newly appointed commissioner of state police in Connecticut, the Honorable Leo J. Mulcahey.

The tournament will be held tomorrow at the Mill River Country Club, Stratford, Conn., just off the Merritt Parkway, immediately prior to the toll gate at Milford, Conn. The co-chairmen of the affair this year are B. E. Hoffman and Harry F. Shaw.

ASCAP to Entertain

Stanley Adams, president of the American Society of Composers, Authors and Publishers, announced at the weekend that the Society is providing entertainment for the American Legion at its 41st National Convention in Minneapolis-St. Paul, Minnesota, the week of Aug. 23. The various events will be produced by Paul Cunningham, immediate past president and now ASCAP director of public affairs, who will represent the Society at the convention.

Correction

Claude Rumley, manager of the Fox Drive-In Theatre at Spartanburg, S.C., was incorrectly identified in a story in MOTION PICTURE DAILY of Aug. 11 as being affiliated with another theatre there.

Detroit Art House In New Policy

Special to THE DAILY

DETROIT, Aug. 16. — Pierre La Marre, who last year turned his Clawson Playhouse into an emporium for the great films of silent days, has initiated a new policy to hold and enlarge his "long-hair" trade.

The theatre has been renamed "Cinema 14" (the house is located on 14 Mile Road) and from here on the former patron gains admission by membership.

LaMarre plans live attractions about once a month, with art films the balance of the playing time. Cost of joining the "society for the connoisseur of entertainment live and screen" is $50, good for six months for all attractions. The tariff for films only is $9 with a student rate for the same of $7.50.

Plan All-Media Drive For 'Disciple' Opening

A tri-state, all-media promotion campaign involving heavy cooperative advertising, saturation radio-television penetration, merchandising tie-ins and sidewalk features will launch the twin-theatre opening of United Artists' "The Devil's Disciple" at the Astor and Normandie theatres here on Thursday. The film is a Hecht-Hill-Lancaster and Bryna of S.A. production.

Key element for the major promotion drive includes more than 350 spot announcements on radio and television blanketing 14 local and network stations in the New York-Connecticut-New Jersey area. The newspaper ad campaign involves ten leading daily newspapers with an estimated readership of 9,500,000 persons.

Safety Drive Tie-up

A city-wide safety campaign tied to the picture has been engineered to focus attention on the film in advance of its dual opening. More than 500 specially printed posters reading, "Cross at the Green, Not in Between —Or Become the Devil's Disciple," have been distributed throughout the city.

The radio campaign includes a letter-writing contest promoted via WMGM. Passes to the Astor Theatre and United Artists Records albums will be awarded to the more than 250 winners.

'Tingler' Sets Record

Columbia's "The Tingler" smashed the house record at the Hippodrome Theatre in Baltimore with an opening day gross of $5,082, the company reported here. The William Castle Production was a shade better than the previous record-holder, Columbia's "The Caine Mutiny."

UA Producti

(*Continued from page* 1)

merchandise important product concerted world-wide scale.

In announcing the company's uct line-up, Youngstein said tha program involves a greater conce tion of double A features than before released by United Artist the years immediately ahead pointed out, UA will place parti emphasis on blockbuster attracti big grossing potential.

In addition to the heavy conce tion of big-budget product, the pany will supplement its program "idea" pictures. He said these sm budget films dealing with impo dramatic themes have proven f cially successful in the past. In connection, the UA vice-pres cited Hecht-Hill-Lancaster's "M and "Take a Giant Step," a forth ing H-H-L production for UA rel

Youngstein stated that UA is g all out, in terms of money, manp and creative planning, to mai the company's leadership as "the promotional outfit in the industry.

"The plans we are making for coming years," he said, "will kee in the Number One position in distribution and merchandising films made by the industry's lea independent producers and star ducers."

Velde Begins Series

(*Continued from page* 1)

to the UA exchanges in Atla Omaha, Detroit and Toronto.

Purpose of the sales sessions i develop distribution campaigns the company's lineup of boxoffice tractions set for release in the six months. The Los Angeles mee will continue through three days.

UA home office executives att ing the meeting are Al Fitter, W ern Division manager, and Ar Reiman, Western Division cont manager.

Velde will preside at the Los geles conference with Fitter Ralph Clark, Western Division trict manager. Attending will be following branch managers: Rich Carnegie, Los Angeles branch; Frank Harris, San Francisco bra Robert Harris, Seattle branch; Austin, Denver branch; and W. McKendrick Salt Lake branch.

'Kimono' Bow Slated

HOLLYWOOD, Aug. 16. — "Crimson Kimono," Samuel Fuller's tial Globe Enterprises production Columbia Pictures release, will h its world premiere Sept. 18 at Paramount Theatre in San Francis James Shigeta, who co-stars with V toria Shaw and Glenn Corbett in film, will make four on-stage appe ances with "The Crimson Kimo opening day.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. H wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wasbington, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallag Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refresbment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, publisbed daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at tbe Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

LETTERS

TO THE EDITOR

CHICAGO, Aug. 16

his week, in our drive-ins and con-tional theatres, we are doing a nderful business with "Hercules." Levine and Warner Bros. should ongratulated because they made a kage deal for the exhibitors, by ting a secondary picture, like "The nd of Lost Women," with it; in doing they prevented Balaban & z from putting another important ure with "Hercules." The result he distributor is getting big film als, and the exhibitor is getting rn-over—an ideal situation.

Next week Balaban & Katz, because heir control of the booking situa- in Chicago, is coupling "Al Ca-e" and "Ask Any Girl." This is, eed, a tragic example of squan-ng product. "Al Capone" has had first-run of approximately three aths. "Ask Any Girl," which en-d an excellent reception in its -run engagement because it is n fine entertainment, is being cou-l with "Al Capone" in their thea-

llied, TOA and ACE together can- achieve sufficient success in their eavors to improve the economic l-being of our industry, as long as n destructive policics are pursued important segments of exhibition. ead of exhibitors blaming the pro-ers for the ills of the industry, they ld examine the untold damage some exhibitors cause.

lthough this is the second letter ve written you anent this subject, se do not construe it is just an in-city disagreement. If this practice ads and cities like New York and rs follow, it would most certainly lt in a national holocaust.

is because of this sincere belief I am writing this letter to you.

Sincerely,
EDWARD SILVERMAN,
Essaness Theatres Corp.

lumbia to Introduce w Stars Over TV

New Faces," a 7-minute film fea-tte designed to introduce Colum- Pictures newest stars to the na-'s TV audiences, is the latest step Columbia's talent development pro-n, it was announced at the week- by Robert S. Ferguson, director of ertising, publicity and exploitation. he "New Faces" featurette intro-es such up and coming personali- as Evy Norlund, Michael Callan, y Baker, James Darren, Jo Morrow Rian Garrick. Another featurette, ching the promotional campaign Columbia's latest multi-million dol- production, "They Came to Cor-a," will also be distributed to TV ions throughout the nation. Both be viewed by approximately 35,-,000 people over a four-month od.

Sees Int'l Promotion Basic

(Continued from page 1)

what he saw, both from a production and promotional standpoint.

He was especially pleased with the success of an experiment started with "Once More, With Feeling." This involved assigning an American well-versed in every phase of publicity as unit man. Rosenfield said results were "so conclusive" that the practice "will be standard operating procedure" from here on in. "We are attempting to give our producers based abroad the same promotional treatment as those based in Hollywood," he added.

Assigning an American unit man to a foreign based production does not necessarily mean that only American methods will be employed, Rosenfield emphasized. Many stunts pulled abroad are "imaginative and daring," he said, pointing out that American publicists can learn considerable from their foreign counterparts.

Sees 'Unit Man' Aided

Columbia's foreign assignments mean "a raising of status of the unit man"; he's "finally coming into his own," Rosenfield said. Foreign duties are much more varied than they are here, with the result that the publicist is "much less of a desk man," he stressed.

"I never had as big a beat to cover," Rosenfield said of his European trip. "Columbia is obviously in business on a very expanded basis," he continued, and if the company is shooting about 50 per cent of its pictures abroad, "it's no more than fair, since 50 per cent of our business comes from there."

Rosenfield reported "very great enthusiasm" over the meetings he had with producers. He visited the sets of "Our Man in Havana" and "Suddenly, Last Summer" ("the most fantastic set I've ever seen") and discussed promotional plans on Warwick's "Killers of Kilimanjaro," talked with Carl Foreman on "The Guns of Navarone" and Stanley Donen on "Once More, With Feeling." He met with James and Michael Carreras of Hammer Films and came away with the conclusion that they are "the most American of foreign producers . . . with the possible exception of Raoul Levy."

Six Films Cited

Some of the Columbia films scheduled to start production in Great Britain and Europe before the end of the year include "Gift From the Boys," "I Aim at the Stars," "Image Makers," "Guns of Navarone," "Never Take Candy From a Stranger" and "Two Faces of Dr. Jekyll." To disprove one reporter's comment that it sounded like Columbia was doing the greater part of its production abroad, Rosenfield said the following pictures are either currently shooting in Hollywood or scheduled for an early start: "The Mountain Road," "Strangers When We Meet," "Wackiest Ship in the Army," "Who's That Lady?" and "All the Young Men."

While abroad, Rosenfield said he observed theatre business to be "off," but primarily because "they don't have air-conditioned theatres generally." An imposing list of pictures from all companies set to be released abroad starting in the fall should more than offset this trend, he said.

Join Forces in S.C.

(Continued from page 1)

citations for violation of the "blue laws," and H. B. McManus and Mrs. B. C. Williams, operators of the Scenic Drive-In, have announced they intend to open for business each Sunday after church hours.

Meanwhile, operators of five other theatres in the city and county, reported they were "undecided as of now" on their plans for operation on the Sabbath. However, at least one indicated he was "trying to make arrangements" to open his theatre.

With a jury already selected, trial of Claude Rumley on charges of violation of the "blue laws" has been set for the first Wednesday after Labor Day, September 9, before Civil Court Judge Bobo Burnett.

Lopert Names Michaels

Ira Michaels has been appointed to the sales staff of Lopert Films, Inc., and will handle film sales in the New York exchange territory, it is announced by Ilya E. Lopert, president of Lopert Films, Inc. Prior to joining the company, Michaels was for three years associated with the Distribution Company of America as New York branch manager in charge of sales.

Pickman Quits Goldman To Produce on Own

From THE DAILY Bureau

HOLLYWOOD, Aug. 16. — Samuel Goldwyn Productions and Milton E. Pickman, general manager of Samuel Goldwyn Studios for the past year and a half, have agreed to a release of the latter from his Goldwyn employment contract which was to have run until May 1, 1961.

Pending finalization of current negotiations, Pickman's independent production plans will be announced shortly.

Capitol Records Gross Highest in Its History

From THE DAILY Bureau

HOLLYWOOD, Aug. 16. — The highest gross sales in the company's 17-year history are reported by Capitol Records, Inc., in its annual report for the fiscal year ended June 30, 1959.

In a letter to shareholders, dated Aug. 14, CRI president Glenn E. Wallichs revealed that Capitol's gross sales totalled $49,166,860, up 13 per cent over the $43,694,818 reported for the 1958 fiscal year. Net income was $2,756,770.

PEOPLE

Thomas C. Wells and Morgan P. Meaney have joined the electronic tube division of Allen B. Du Mont Laboratories. Wells, an Annapolis graduate and a Marine Corps officer for four years, comes to Du Mont from J. Ryon Bros., Baltimore, where he was assistant manager. Meaney, a graduate of Stevens Tech in Hoboken, N. J., was formerly on the staffs of W. M. Kellog, New York, and Public Service Corp. of New Jersey.

□

Nick Lubich, formerly with National Theatre Supply Co. and Oliver Theatre Supply Co., has joined Ohio Theatre Supply Co., Cleveland, recently acquired by **Arnold Weiss** from **Ben L. Ogden.**

□

Jule Styne, composer-producer of Broadway musicals and writer of several musical scores for films, was saluted on the floor of Congress last week by **Rep. James Roosevelt** who reminded his colleagues that the date marked the 25th anniversary of Styne's entry in show business.

M. P. Associates Plans Film on Life of DeMille

From THE DAILY Bureau

HOLLYWOOD, Aug. 16. — Motion Picture Associates, the company for which Cecil B. DeMille directed and produced "The Ten Commandments," has definite plans to develop a biographical film on DeMille's life, Henry Wilcoxon, heir to the producer's berth with MPA, state on Friday.

Wilcoxon said that no pre-arrangements for distribution of the film will be made until MPA is completely satisfied with the script. Three titles have been registered with the MPAA: "C. B. DeMille," "Cecil DeMille," and "The DeMille Story."

Embassy Would Settle Case Sans Jury Trial

Special to THE DAILY

SAN FRANCISCO, Aug. 16.—Robert D. Raven, attorney for the Embassy Theatre in the eight-million-dollar monopoly suit against all of the principal exhibitor firms on Friday offered to have the case settled with a Federal court judge reading the testimony heard by the late Judge Edward P. Murphy, who died last year near the conclusion of the trial. Raven's offer was made in the form of a letter to the various defense attorneys.

Defense attorneys were not immediately available for comment. However, if they refuse it means the case will go on in the very near future before U. S. District Judge Lloyd Burke and a jury. It also means the case could be destined for another long session. Perhaps even longer than the Murphy trial required last

National Pre-Selling

CREDIT Joe E. Levine, who after bringing "Hercules" here from Italy exploited it into a financial success. "Life" in the August 10 issue explains how this New England theatre owner had enough faith in our industry to gamble more than a million dollars in promotion costs on the Italian made "Hercules."

In addition to bringing back to the theatres many children who had found other means of diversion, Levine apparently persuaded many of their parents to see "Hercules." The box office receipts bear this out.

•

"The Five Pennies," in which Danny Kaye plays the part of Red Nichols, a famous band leader of the '20's, has been selected the picture of the month for August by "Redbook."

•

The Swedish film "Wild Strawberries," brought here by Janus Films, is reviewed in the August issue of "Esquire," by Kingsley Amis. The reviewer was especially impressed by the dream sequences. We agree with Amis that dream sequences in a film are more effective than in fiction or conversation—due, of course, to the visual dimensions of the screen.

•

Joanne Woodward, filming "The Fugitive Kind," here with Marlon Brando and Anna Magnani, and her husband Paul Newman, star of "The Young Philadelphians," were visited by Edwin Miller with pen and camera for the August issue of "Seventeen."

The result is a word picture of two intellectuals, who, fortunately for our industry, spend most of their working time making motion pictures.

Joanne says "I don't want people to say let's go see the Joanne Woodward picture . . . I would rather have them come to see a character I'm going to play.

"When I read a script, a picture of the character forms in my mind, what she looks like, her hair, clothes, physical mannerisms. If nothing happens, she's not for me. And I don't take the part."

•

"The Silent Don," a Russian film based on Sholokov's novel "Don Cossack" and "And Quiet Flows the Don," is reviewed by Richard Marek in the August issue of "McCall's."

According to Marek, it is filled with Russian grandeur, emotionalism and heroism. A Cossack attack on the Germans at the beginning of World War I, is one of the highlights of the film.

•

"The Big Fisherman," the story of Simon called Peter, one of Jesus' disciples has been awarded the "Parents'" magazine Family Medal for August.

•

"Don't Give Up the Ship," starring Jerry Lewis, in which he plays more straight comedy and less slapstick than in earlier films, is recommended by Ruth Harbert in the August issue of "Good Housekeeping."

•

Carolyn Jones told Liza Wilson for the August 9 issue of "American Weekly" that she loves Hollywood, and all its producers, directors, cameramen, extras and even its writers. She wants to be a star and has reached that goal in Hal Wallis' "Career." She is presently appearing in "A Hole in the Head."

WALTER HAAS

It Started with a Kiss

CONTINUED FROM PAGE 1

ers are Debbie Reynolds and Glenn Ford. And the color is MetroColor, with some lovely scenic shots from Spain thrown in for good measure.

Out of all this emerges a screwball romantic comedy that looks guaranteed to keep audiences amused. Charles Lederer, who wrote the script from a story by Valentine Davies, piles complication on complication, and George Marshall has directed at a fast and merry pace.

After Ford and Miss Reynolds have a brief honeymoon in New York, he is assigned to duty in Spain. She follows and then conceives the silly notion about not sharing his bed. This leads to several frantic episodes in which he tries to convince her to change her mind.

In the meantime she has had shipped to Spain a custom-built automobile Ford had won in a raffle in the States. The car, which is a beautiful red "Lincoln Futura" designed by the Ford Motor Co., gets the hero in trouble with the Army as well as some visiting senators from the U. S.

On top of that there are other plot confusions. A handsome bull fighter falls for Miss Reynolds and a marquesa casts her eye on Ford. Soon everyone is wildly jealous of one another, and everything is finally resolved in a bedroom scene that had a preview audience at Loew's 72nd St. Theatre here howling with glee.

Miss Reynolds is pert and pretty, as always, and Ford gives a performance that will surely please his fans. Gustavo Rojo, a newcomer, is good-looking and arrogant as the bull fighter, and Eva Gabor is amusing as the marquesa. Fred Clark is especially funny as a general who becomes involved in the mad proceedings against his will, and there are other good bits from Edgar Buchanan, Henry Morgan, and Robert Warwick. Aaron Rosenberg produced.

Everybody is strictly in the groove.

Running time, 104 minutes. Adult classification. Release, in September.

RICHARD GERTNER

All-British Unit for Zinnemann Production

From THE DAILY Bureau

LONDON, Aug. 14 (By Air Mail). Fred Zinnemann will have an all-British unit for his next production, "The Sundowners."

The film, based on a novel by Jon Cleary, a well-known Australian writer, will star Robert Mitchum, Deborah Kerr, Peter Ustinov and Glynnis Johns. It will be produced by Gerry Blattner and directed by Zinnemann. Filming will commence on location in Australia in early October. Interiors will be completed at Associated British's Elstree Studios.

The screenplay for "The Sundowners" has been written by Isobel Lennart, whose last assignment was "The Inn of the Sixth Happiness." The film will be photographed in Technicolor by Oscar-winning cameraman Jack Hildyard.

Made for release by Warner Bros., it will rank for British Quota.

New Anti-Trust Suit Filed in Pittsburgh

Special to THE DAILY

PITTSBURGH, Pa., Aug. 16.—Former and present owners of the Guild Theatre here have filed an anti-trust suit against the major film distributors, numerous independent distributors and Stanley Warner Management Corp. Damages in the amount of $1,173,000 are sought.

The complaint charges the defendants and their subsidiaries with a conspiracy to restrain trade in violation of the anti-trust laws in discriminating against the Guild in the licensing of "art" pictures from 1954 to present and the majors in the licensing of their films prior to 1954.

The complaint charges Stanley Warner's Squirrel Hill Theatre, also on an "art" policy, was given preferential runs and clearances and the circuit's Manor Theatre was given the same with Hollywood product prior to 1954, "all to the detriment of the plaintiff's theatre."

Wilder Signs Douglas For 'The Apartment'

From THE DAILY Bureau

HOLLYWOOD, Aug. 16. — Paul Douglas has been signed by producer-director Billy Wilder to co-star with Jack Lemmon and Shirley MacLaine in "The Apartment," which will be filmed by Billy Wilder Productions in association with the Mirisch Co. for United Artists release, starting Nov. 15 on location in New York.

WMGM Star

(*Continued from page* 1)

makes the radio campaign one c biggest of its kind ever conduct the New York territory.

The one-minute spots consist different announcements, to be peated on alternate days. They be done live by top-flight tale WMGM, and will be placed or daily broadcast schedule either ceding or following the regular segments.

H.G. Boxall, Shepper Studio Head, Dead at

From THE DAILY Bureau

LONDON, Aug. 14 (By Air M —Harold Granville Boxall, man director of Shepperton Studios, here the past week. Boxall had connected with the industry for ly 40 years. He was 62 and l a widow.

Boxall entered the industry sh after World War I with Sir Mi Balcon when the latter formed G borough Pictures. He moved to mont-British at Shepherds Bush dios and from there to M-G-M- ish. Boxall later joined the late Alexander Korda and remained c ly associated with him until the ter's death a few years ago.

Over the last 12 years and in of continuingly failing health he been responsible for and one of main architects of prosperity for present Shepperton Studios.

'Bahamas' Wins Awe

"Holiday in the Bahamas," a cial CinemaScope advertising pre tation for theatrical use produce Filmlets, Ltd. of Southern Africa, been awarded a Silver Plaque by 1959 International Film Festiva Cannes, France. The award cited advertising subject "as a superior vertising production with excepti entertainment values. Filmlets, I is an associate unit of 20th Cent Fox of Southern Africa.

'North' Still Strong

MGM's "North By Northwest," new non-holiday first week re holder at the Radio City Music in New York, continues to do st business at the United Artists Th tre, Chicago, where it had its w premiere last month. In its sixth w at United Artists, the Alfred Hi cock production grossed $25, which topped its fifth week box-o there by $186, the company repo here.

'Circus' Does $250,0

Allied Artists' "The Big Cir has wound up a four-week run the Roxy Theatre here with a gross of close to $250,000, AA at the weekend. The fourth week ure of $57,000 topped by over $1, the second week gross. The pict scored the second biggest first w gross in over a year at the Roxy $76,000.

EATURE REVIEWS

ıry of a ıh School Bride

HARTFORD, Aug. 16

is James H. Nicholson and Sam- Z. Arkoff production, listing Burt ɔer as both producer and direc- working from a screenplay by elf and Mark and Jan Lowell (as d on an original story by the Low- , tells of modern-day teen-age lems, entertainingly enough, with- too much stress on the sociologi- implications. It figures, with the of intelligent exploitation, to take luate care of apparent audience otiveness.

nald Foster, 24-year-old law stu- , and Anita Sands, 17-year-old school senior, elope from Los eles to Las Vegas, returning home nounce the marriage to her par- Barney Biro and Louise Arthur, to find out that Miss Arthur ts to break up the duo while Biro illing to let matters ride.

ne young couple sets up house- ing in his apartment, the teen-age continuing to attend classes e hubby earns his weekly stipend local coffee house. Along about comes vanity-wounded Chris nson, scion of a wealthy film in- ry family, who's outwardly hurt Miss Sands chose Foster over There's scurrying about, accusa- false and implied, spoken and red, until Robinson attempts to k Miss Sands at the family film t. A showdown, between Robin- and Foster, at the film studio (a high on a catwalk), ends in nson's death. The young lovers reunited.

ny Casanova sings the title song "When I Say Bye Bye." Goffredo olino served as associate producer Leonard Katzman as production ager and first assistant. Nicholson Arkoff, of course, are the top ex- ives of the AIP organization.

ning time, 72 minutes. General sification. Release, in July.

A. M. W.

Ghost of Dragstrip Hollow

AIP

HARTFORD, Aug. 16

Certainly, in this James H. Nicholson and Samuel Z. Arkoff production bearing the American-International label, there is much to be recommended in terms of possible series ideas, emanating from a teen-age spoof on contemporary horror presentations. It's been far too long since the industry had its share of true series releases, and who's to say that American International, certainly receptive to market trends, hasn't the nucleus, in terms of casting, for subsequent stories all concerned primarily with teen-age adventures?

Lou Rusoff produced and William Hole Jr. directed from a Rusoff original screenplay. Most of the young players seen in American-International's earlier "Hot Rod Gang" may be seen in "Ghost of Dragstrip Hollow," which has to do with the Zenith Car Club, teen-age unit, alarmed over financial difficulties. Moreover, there's rivalry between Jody Fair and Nancy Anderson for club leadership. To settle the latter, a drag race is conducted on the dry Los Angeles river bottom, the upshot of which finds Miss Anderson injured.

Dorothy Newman offers club use of her reputedly haunted house for new headquarters, the club learning the "haunted" business was man-made, in person of Paul Blaisdell, frustrated actor. There's joy anew in teensville.

There is exploitation value in American-International Records merchandising of the film's tunes, including "Charge Geronimo!" "Ghost Train," by Nick Venet; "Tongue Tied," by Jimmie Maddin; "He's My Guy," by Charlotte Brasser; and "I Promise You," by Bruce Johnston and Judy Harriet.

Bart Carre was associate producer and production manager.

Running time, 65 minutes. General classification. Release, in July.

A.M.W.

mpbell in New Rank erseas Theatres Post

From THE DAILY Bureau

ONDON, Aug. 16.—A. H. Camp- has been appointed general man- of Ovearseas Cinematograph atres, Ltd., the company responsi- for the management and super- n of the Rank Group's overseas bition interests.

ampbell has been responsible to neth Winckles for the administra- of these interests for the past sev- ears. He joined the Odeon Group 1937. Overseas Cinematograph atres has exhibition interests in gium, Canada, Ceylon, Germany, and, Jamaica, Malaya, Singapore, Zealand, Portugal and South ca.

Granada Planning New London Office Building

From THE DAILY Bureau

LONDON, Aug. 14 (By Air Mail). —The flourishing and still expanding Granada Group — notable both as the owners of 60 of this country's choicer theatres and successful as a program contractor to the commercial TV network—is to spend £600,000 ($1,680,000) on the purchase of a freehold and conversion and reconstruction of an office building for the organization in the West End's Golden Square.

The nine-story building of nearly 40,000 square feet will extend over a 70-ft. frontage in Golden Square where Granada has had offices at No. 36 since 1923.

Television Today

Who's Where

The appointment of Sam Zelman as special assistant to the director of news was announced by John F. Day, director of news for CBS News. Zelman's first assignment, when he takes over his new post later this month, will be to direct coverage plans for the 1960 national political conventions and elections.

□

William Harmon has been named producer of "The Betty Hutton Show," the new half-hour comedy series which has its premiere on the CBS Television Network Thursday, Oct. 1. Harmon, for years a prominent Broadway producer, has most recently been affiliated, in an executive capacity, with Security Films in Hollywood.

□

Leon I. Mirell has been named director of business affairs for MGM-TV, in charge of television business negotiations at MGM Studios, Culver City, Calif., it was announced by **George T. Shupert**, vice-president in charge of television for Metro-Goldwyn-Mayer. Mirell resigned from the CBS TV program department to accept his new post. Since November, 1954, when he joined CBS in Hollywood, Mirell has been active in all phases of television programming.

□

The reassignment of key executive sales personnel in CBS Television Spot Sales offices were announced by **Bruce Bryant**, vice-president and general manager, CBS Television Spot Sales. **Ted O'Connell**, account executive in the New York office, transfers to Chicago as Midwestern sales manager. **Howard H. Marsh**, Detroit sales manager, moves to the New York office of CBS Television Spot Sales as an account executive.

Cinn. Station Buys 700 Paramount Films

Special to THE DAILY

CINCINNATI, Aug. 16. — Roger B. Read, general manager, WKRC-TV has announced their recent purchase of 700 Paramount films for about $1,000,000 through Music Corporation of America. It was called the largest feature film purchase in Cincinnati television history.

The seven year contract gives WKRC-TV (Channel 12) control over the 700 films and the station pays for rights, whether it uses any or all of the pictures. This is a different kind of contract than one providing options, payable on showing.

With this recent acquisition of its rights to Paramount pictures, WKRC-TV now has approximately 2,000 films in their library. In addition to the Paramount group, are films from Warner Bros., RKO, 20th Century-Fox and United Artists.

Color TV Week Set in Nevada; 'Bonanza' to Bow

Rex Bell, acting governor of Nevada, has signed a proclamation declaring this week (Aug. 15-22) "color television week in Nevada." Plans include a three-day celebration to be climaxed in Reno by the world premiere of NBC-TV's "Bonanza," new hour-long color series.

Premiere of the series will be held in a Reno theatre Saturday with the show's running cast and guest stars making personal appearances. The series will bow on NBC-TV Saturday, Sept. 12, 7:30 to 8:30 P.M., E.D.T.

'Project 20' Programs On American Past Set

Three full-hour "Project 20" programs will be newly built from the drama of the recent American past for presentation by the NBC-TV Network during the 1959-60 season, according to an announcement by Donald B. Hyatt, director of NBC Special Projects.

Two of the shows, "Not So Long Ago" and "Life in the Thirties," will blend narration with factual film and music of the time. The third, "That Ragtime Revolution," will be taped and filmed.

"Not So Long Ago" will be a re-creation of five "peace—it's wonderful!" years—1945 to 1950. "Life in the Thirties" will recapture the people, the events, the songs, and the crazes that made up the fateful decade 1929-1939.

"That Ragtime Revolution" will deal with a period and musical area which have been virtually untouched in television. This will be an hour telling the story of the now almost-forgotten ragtime rage which revolutionized American popular music and paved the way for jazz.

'Don Quixote' Story For Du Pont 'Show'

"The Man Who Was Don Quixote," a free adaptation of the Don Quixote story that will also include incidents from the life of Miguel de Cervantes, author of the novel, will be presented as the Du Pont "Show of the Month," on the CBS Television Network, Monday, Nov. 9 (9:30-11:00 P.M., EST).

Anthony Quinn has been offered the title role of Don Quixote by David Susskind, who produces the 90-minute program for Talent Associates Ltd. Susskind also would like Mexico's top comedy star, Cantinflas, to play Don Quixote's squire, Sancho Panza. Dale Wasserman has written "The Man Who Was Don Quixote" for the Du Pont "Show of the month" series.

STARTING THIS FALL...

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Soon you can fly on the Best of the Jets. It's the DC-8 Jet, built by Douglas, designed to United Air Lines standards specifically for airline use. Extra care and knowledge born of 3 decades of passenger service attended every step in its building and thorough testing. Result: more reasons than ever to depend on United Air Lines when you travel.

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EXTRA CARE HAS MADE IT THE BEST OF THE JETS

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

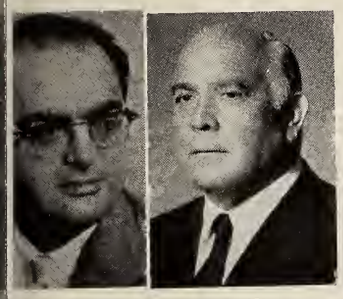
86, NO. 34 NEW YORK, U.S.A., TUESDAY, AUGUST 18, 1959 TEN CENTS

l by NTA

)-Fox Buys V Station Minneapolis

chase Price Is 500,000 in Cash

sale of television station -TV, Minneapolis, Minn. by al Telefilm Associates, Inc. to ieth Century-Fox Television, as announced here yesterday. purchase price, a joint state-



A. Landau Spyros Skouras

by Spyros Skouras, president of tieth, and Ely A. Landau, chair- of the board of NTA, disclosed, 3,500,000 in cash to be paid up-

(*Continued on page 5*)

ldstein to U.A. ords, Music Post

rry Goldstein has been named Coast representative of United s Records and Music, it was nced by David V. Picker, execu- vice-president. Goldstein takes

(*Continued on page 5*)

oert Newton Joins as Staff Writer

bert M. Newton has joined the York publicity staff of 20th Cen- Fox, as staff writer, it was an- ced by Edward E. Sullivan, pub- director.

wton was formerly associated

(*Continued on page 5*)

EVISION TODAY—page 5

S. C. Judge Upholds Sunday Film Showings, Says 'Blue Laws' Violate U. S. Constitution

Special to THE DAILY

SPARTANBURG, S. C., Aug. 17.—On a verified complaint by counsel representing a number of South Carolina film theatres contending that Section 64-1 of the state's antiquated "blue laws" is in violation of the First and Fourteenth amendments of the U.S. Constitution, Federal Judge C. C. Wyche of Spartanburg today temporarily enjoined the sheriffs of Spartanburg, Cherokee and four other South Carolina counties from further interfering with Sabbath theatre operations in their areas.

Judge Wyche's temporary restraining action will be in effect for 10 days or until Aug. 27, when it may be extended for a like period or longer upon adequate showing. Adjudication of the "blue law" controversy will automatically be handled by a three-judge special U.S. Fourth Circuit Court of Appeals court, upon application by the Federal Court here.

Fourth Circuit Chief Judge Simon Sobeloff of Baltimore will name the members of the special tribunal to determine constitutionality of Section 64-1 under the First and Fourth Amendments. It has the power to hand down a permanent injunction.

'Petticoat' Booked As Hall Christmas Show

"Operation Petticoat," starring Cary Grant and Tony Curtis, a Granart Production in Eastman Color, has been booked by the Radio City Music Hall as its Christmas film attraction, it was announced by Russell V. Downing, president of the Music Hall, and Henry H. Martin, general sales manager of Universal Pictures.

"Operation Petticoat" will be the first Universal-International release to play the Music Hall in more than ten years and the first U-I Christmas holiday attraction in the 27-year history of the theatre.

(Picture on Page 2)

Robert Portle, Veteran Poli Showman, Is Dead

Robert Portle, veteran showman of the Poli circuit in Worcester, Mass., died at his home there yesterday. He had been with Poli for 44 years, including service with the circuit prior to Loew's Theatres acquisition of the New England theatres in 1934. Long time manager of the Elm Street Theatre in Worcester, Portle was acting in a relief capacity for the Poli group at the time of his last illness.

Survivors included his wife, Mabel, and two daughters, Mrs. Edith Healy, and Mrs. Dorothy Creamer. Funeral services will be held at the John Fay Funeral Parlor, 2 Woodland Street, Worcester, at 10 A.M. tomorrow.

REVIEW:

The FBI Story

Mervyn LeRoy—Warner Bros.

AN INTIMATE PORTRAIT of the life and times of a "typical" agent of the Federal Bureau of Investigation, one who was employed from the day that J. Edgar Hoover first assumed command down to the present, is presented with high enthusiasm and evident admiration for the subject by producer-director Mervyn LeRoy in "The FBI Story."

Everything about the film portends big box office. The title comes from the best-selling book by Don Whitehead, which was on best-selling lists for months; James Stewart stars as the heroic agent; and the script by Richard L. Breen and John Twist alternates scenes of FBI men in action with others showing domestic crises in the life of fictional G-man Stewart. Technicolor photography also helps.

Actually more time is devoted in the film to details of the private life of the hero than to those of his hazardous occupation. As a result, women

(*Continued on page 6*)

Constitutional

Re-word Film Censorship Amendment

Kefauver Fears Earlier Proposal 'Too Sweeping'

By J. A. OTTEN

WASHINGTON, Aug. 17.—Senator Kefauver (D., Tenn.) said he felt an earlier Constitutional amendment he had proposed in aid of state film censorship laws might be too broad, and introduced a more tightly-worded proposal.

The new amendment is aimed strictly at what one Kefauver aide termed "hard-core pornography" and would not give the states any new powers to handle the type of films which the U.S. Supreme Court has been sustaining.

Kefauver plans early hearings on the new amendment before his judiciary subcommittee on constitutional amendments. He had been reluctant to hold hearings this year on the earlier, broader amendment.

Kefauver was one of four Sena-

(*Continued on page 6*)

Industry Accepts Its Responsibility; Clark

Special to THE DAILY

RICHMOND, Va., Aug. 17.—Motion pictures are entitled to the same freedom from censorship as the press and film producers are willing to accept the responsibility for their actions which accompanies that freedom, Kenneth Clark, Motion Picture Association vice-president, asserts in a letter published in the *Richmond News Leader.*

Replying to an editorial on "obscen-

(*Continued on page 5*)

Disc Jockey Film Set By Fox and D-J Assn.

From THE DAILY Bureau

HOLLYWOOD, Aug. 17. — Plans for the production of the first feature depicting the role of the disc jockey in the entertainment industry, were disclosed today by a joint announcement of 20th Century-Fox and Jim

(*Continued on page 5*)

PERSONAL MENTION

KING VIDOR, director of EDWARD SMALL'S "Solomon and Sheba," will return to New York aboard the "Caronia" tomorrow from London.

•

TED LEVY, Buena Vista district manager in Cleveland, became a grandfather again when his daughter, MRS. RICHARD VARKLE, gave birth to a girl in Detroit.

•

WILLIAM PERLBERG, Jr., associated with his father at Perlberg-Seaton Productions at the Paramount studios, was married at the Beverly Hills Hotel to JOYCE EBENSTEIN.

•

MONTGOMERY CLIFT will return to New York from London today via B.O.A.C.

•

LYNN FARNOL, head of the public relations firm bearing his name, will leave here on Thursday with MRS. FARNOL for a vacation trip to Germany.

•

MARY DALE, head of the accounting department at the Allied Artists exchange in Atlanta, has left there for a vacation in North Carolina.

•

MRS. CHARLES SUGARMAN, wife of the operator of two Parkersburg, West Va., drive-in theatres, has given birth to a girl, TOBY ANNE.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
CARY GRANT EVA MARIE SAINT JAMES MASON
in ALFRED HITCHCOCK'S
"NORTH BY NORTHWEST"
An M-G-M Picture in VistaVision • Technicolor®
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94 'North' Bookings Bring $1,750,000

M-G-M's "North by Northwest" in its first 94 bookings has brought in a total of $1,750,000 at the box-office, it was announced by Jack Byrne, vice-president and general sales manager.

He pointed in particular to the staying power of the production, which, he said, "is being demonstrated to a greater extent every day." The film, Byrne said, "has 'legs' equal to any picture released in the last two years. There is no doubt that long runs can be anticipated for all forthcoming playdates."

The picture, which broke all records at Radio City Music Hall in its first week, has started the second week with a huge boxoffice gross of over $116,000 for the four days ending Sunday.

Capra Goes to Brazil For 'Head' Premiere

Frank Capra, producer-director of "A Hole in the Head," leaves here today for Rio de Janeiro where he will attend the South American premiere of the UA release at the Palacio Cinema on Aug. 25. During his nine-day stay, he will be received at the Presidential Palace by Juscelino Kubitschek, Brazil's chief executive.

Will Meet Diplomats

Capra also will meet with John M. Cabot, the United States Ambassador, and other prominent American and Brazilian citizens. Capra has been invited to address the Rio de Janeiro and Sao Paulo branches of the Society of Theatre Arts.

During his Brazilian visit the producer-director will be working closely with Harry Stone, MPAA representative in that country.

Kenneth Levy Dies; Son of Fox Manager

Funeral services were held in the Bronx yesterday for Kenneth Levy, 18, son of Mr. and Mrs. Al Levy, 20th Century-Fox branch manager at Boston. Kenneth Levy died at South Shore Hospital, following a diving accident at Nantasket Beach, Mass. He is survived by his parents and a sister, Karen, 15.

The entire sales and booking staff of the Fox Boston office attended services at the Schwartz Funeral Home.

Cinerama Elects Reade

Walter Reade, Jr., head of the theatre circuit and restaurant operations bearing his name, and chairman of Continental Distributing, Inc., was elected a director of Cinerama, Inc., at a meeting of the company's board here yesterday.

F. J. A. McCarthy, assistant general sales manager for U-I, and Russell Downing, president of the Music Hall, sign "Operation Petticoat" for Christmas at the Hall. Standing are Charles Simonelli, U-I eastern ad-pub manager, and Joseph B. Rosen, regional sales manager.

Claims Fee for Services On 'Naked Sea' in Suit

Ruling that issues which warrant trial had been raised, Supreme Court Justice Charles T. Lorello yesterday denied summary judgment in a suit brought by Producers Representatives, Inc., against Theatre Productions, Inc., for compensation allegedly due the former.

Plaintiff charges that under a June, 1955, agreement it was retained to act as representative for the film, "The Naked Sea," and was to receive for its services three per cent of the picture's gross for two years. The picture was released in 1956 and plaintiff claims it grossed over $294,000, and that it is entitled to $8,828. The picture was distributed by RKO Radio.

Denial Entered

The defendant entered a general denial and claims the nothing is owed the plaintiff.

World-Telegram Starts New Film Ad Series

The *N. Y. World-Telegram and Sun* has started a new series of promotional ads for motion pictures and its own film section. First ad in the new series was 7½ inches by two columns and featured a still from M-G-M's "It Started With a Kiss," and text. Headed "Coming Your Way," the copy told readers "A parade of important screen productions is Broadway bound" and directed them to get the news and reviews in the W-T's amusement pages.

Roxy Books 'Woman'

Paramount's "That Kind of Woman" will be the next attraction at the Roxy Theatre here.

TENT TALK

Variety Club News

BOSTON—A special trailer star Debbie Reynolds—231 prints of are being delivered to theatres television stations throughout England as the inaugural move in annual "Jimmie Fund" camp sponsored by the Variety Club and Boston Red Sox baseball team. Reynolds' narration describes work of the Children's Cancer search Foundation of Boston, Heart Project of the Boston Va Club.

△

OMAHA—The baseball game tween the Omaha Cardinals Charleston was played as a salut the Will Rogers Hospital Christ drive, and marked the opening n in that campaign for this year. game was tied in with the chest x program, in that industry emplo who underwent the x-ray examina were given free tickets to the game

△

PHILADELPHIA — Variety C Tent No. 13, will be among th cited at the annual award prese tions of the Inter Urban League Pennsylvania in October as reco tion of the club's humanitarian w in behalf of underprivileged and h dicapped children.

World Film Festival Planned at Stratford

Special to THE DAILY

STRATFORD, Conn., Aug. 17. Plans for an international film festi to be launched next summer ha been announced by the Stratford ternational Film Festival. Val Ch ron, founder of the organization, s it will run for ten days or two wee probably in August.

Producers in all countries in world will be invited to participa he said. Films will be exhibited i local theatre. Awards will be ma for best film, best director, and b actor and actress.

'Pacific' in 90 Theatr

Rodgers and Hammerstein's "Sou Pacific" will open tomorrow at m than 90 theatres in the metropolit area. Included in the openings will theatres on the RKO, Skouras, C tury, Randforce, Loew's, J. J., a Brandt circuits and other independe neighborhood theatres.

Wompi Meeting Toda

NEW ORLEANS, Aug. 17. — T Wompi monthly meeting will be he tomorrow at Variety Club quarte Included with the usual discussio and planning of activities will h that of the forthcoming third run mage sale in less than a year.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fech Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hol wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Moti Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-310 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallaghe Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

Hallelujah! He did it! He brought us to Cordura!"

MICHAEL CALLAN

as Pvt. Hetherington

GARY COOPER
as Major Thorn

RITA HAYWORTH
as Adelaide Geary

THEY made this year's big picture!

VAN HEFLIN
as Sergeant Chawk

COLUMBIA PICTURES
presents

GARY COOPER • RITA HAYWORTH
VAN HEFLIN • TAB HUNTER

in
the
WILLIAM GOETZ
Production of

THEY CAME TO CORDURA

co-starring
RICHARD CONTE • MICHAEL CALLAN
DICK YORK
Directed by
ROBERT ROSSEN
A GOETZ-BARODA
PRODUCTION
From the Novel by
GLENDON SWARTHOUT
Screenplay by
IVAN MOFFAT, ROBERT ROSSEN
CINEMASCOPE
In
EASTMAN
COLOR

TAB HUNTER
as Lt Fowler

RICHARD CONTE
as Corporal Trubee

PRINTED IN U.S.

Television Today

Fox Buys TV

(*Continued from page* 1)

closing. In addition, the station sumes $600,000 in forward film mmitments.

The sale is subject to approval by e Federal Communications Commis-on.

Control of KMSP-TV was acquired NTA in December, 1957, via pur-ase of 75 per cent of the stock in nited Television, Inc. NTA later be-me 100 per cent owner of the tion in February, 1958, when it quired the remaining 25 per cent the station then held by Loew's, c.

NTA now owns and will continue operate WNTA-TV (Channel 13) d WNTA-AM and FM in the New rk metropolitan area. In addition, tional Theatres, NTA's parent mpany, owns and operates WDAF-V and WDAF-radio in Kansas City, o.

eport on Hawaii Set s Special Over CBS

"The Blended American," a special ort on Hawaii, will be broadcast WCBS-TV, Tuesday, Aug. 25 CBS-TV, Channel 2, 7:30-8:00 M.). "The George Burns and Gracie len Show" will be pre-empted for is special program.

The documentary report on the th, and newest, state of the union nd the only one in which white ople are a minority, and where the gest racial group is Japanese and e smallest is Negro—stresses the lting-pot aspect of the Pacific Is-nds, where "the races of mankind e merging into one."

"A successful laboratory of human otherhood," President Dwight D. senhower has termed Hawaii, and it in the light of this description that porter Ed Fleming interviews labor okesmen, businessmen and families. nong those interviewed is the Rev. mes Cox of Virginia, an Episcopali-minister whose Hawaiian flock con-ts of all the islands' racial and eth-groups.

"The Blended American," a KNXT os Angeles) News Production, is oduced by Sam Zelman and directed Jim Johnson.

hree Singers Signed or Sullivan Show

Three singers, Bobby Darin, ankie Laine and Teresa Brewer, d comedian Myron Cohen will head-e "The Ed Sullivan Show" on the BS Television Network, Sunday, pt. 6 (8:00-9:00 P.M., EDT).

Specially highlighted on this pro-am, which will originate in New rk's Madison Square Garden, will the 20th Edition of John H. Har-"Icecapades."

Who's Where

Robert M. Weitman has been appointed to the newly-created post of CBS Television Network vice-president, independent productions, it was announced by Oscar Katz, vice-president, network programs. Weitman's appointment places him on the same administrative level with Michael J. Dann, vice-president, network programs, New York, and William Dozier, vice-president, programs, Hollywood, with all three reporting directly to Katz.

□

Dean Behrend has joined the staff of the WCBS-TV sales development and research department as supervisor of sales development, it was announced by Walter Stein, the station's director of research and sales development.

New Policy Set for 'Death Valley Days'

By SAMUEL D. BERNS

HOLLYWOOD, Aug. 17. — "Death Valley Days," one the oldest syndicated TV-filmed programs, is having its face lifted and its lifeline extended. "Name" guest stars, top directors and writers, and actual location lensing of the events will be used to bring the series into sharper focus during the 1959-60 season.

Filmaster Productions was named by U. S. Borax and Chemical Corporation to incorporate the new production values. Robert Stabler, Filmaster's executive producer, in turn, appointed screen and TV veteran Nat Perrin to helm the series as producer for Filmaster.

Only Two Holdovers

The show's only holdovers are Stanley "Old Ranger" Andrews as the series' host-narrator, and Ruth Woodman, its story editor for the past 30 years.

The show itself is unique in that it is wholly owned by its original sponsor, U.S. Borax and Chemical Corp., which handles its own syndication in 113 cities.

Skiatron, Fox Confess Judgment in Action

Skiatron of America, Inc. and Matthew Fox confessed judgment of $60,000 in the County Clerk's Office of N.Y. Supreme Court yesterday in favor of Westington Electric Corp.

The respondents had delivered two promissory notes to Westinghouse in February of this year for services rendered in the development of a production prototype of certain decoder equipment, not otherwise described in the papers currently on file in Supreme Court.

Expect Set Production To Hit 6,400,000

From THE DAILY Bureau

WASHINGTON, Aug. 17. — The Commerce Department said it expected television set production to zoom this year to 6,400,000 sets, compared with only about 5,000,000 last year.

Goldstein to UA

(*Continued from page* 1)

over the newly-created post in September and will make his headquarters in Hollywood at the UA Corp. offices.

Goldstein, who has served with United Artists for the past two years, has worked in close association with UAR, handling liaison between the motion picture company and its music subsidiary. As West Coast representative, he will contact music distributors, publishers and recording artists. He will also work on music production and deal with producers of United Artists motion pictures on sound track albums and other music tie-ups.

A veteran industry executive, Goldstein was general manager for the Brandt Theatres enterprises. With United Artists, he has served as supervisor of New York promotions, assistant advertising manager and sales-promotion coordinator.

Disc Jockey Film

(*Continued from page* 1)

Hawthorne, president of the Disc Jockey Association, Inc.

The film, tentatively titled "The Big Platter Parade," will be produced in CinemaScope by Jack Leewood, with Hawthorne representing the Disc Jockey Association as associate producer, for release in June 1960.

'Time' Big at Roxy

With a box-office gross of over $47,000 for the first three days of its premiere engagement at the Roxy Theatre, Metro - Goldwyn - Mayer's "For the First Time" is headed for a $75,000 week, the company said yesterday.

Reopen Theatre

NEW ORLEANS, Aug. 17. — The F. T. McLendon Theatres with home base at Union Springs, Ala., has reopened the indoor Frisco Theatre, Friscoe City, Ala. which had been closed for some time.

NT Moves in Phila.

PHILADELPHIA, Aug. 17. — National Theatre Supply Co. has moved from 1225 Vine Street to their newly-decorated quarters on the southwest corner of Clarion and Vine Streets.

55th St. Books 'Girls'

"Young Girls Beware," French film, will have its American premiere showing on Saturday at the 55th St. Playhouse. It is being released here by United Motion Pictures Organization.

Clark Praises

(*Continued from page* 1)

ity" in motion pictures, entitled "Too Much Anatomy," Clark pointed out in his letter that the public is protected against the obscene and that offenders can be brought to trial and punished.

"This has always seemed adequate protection to 45 of our States which do not censor motion pictures," he writes. "There is no license to peddle obscenity in the United States, or in any State in the country. The media of communication and expression, all of them, are responsible under the law for their acts.

Welcomes Responsibility

"In our industry we want to be responsible and are responsible, and we want to be held responsible under the law, as are editors and publishers, but we do object to being singled out for prior-restraint censorship.

"Let all be equal under the law . . . all the press as well as the producer and distributor of motion pictures, and let all be equally liable under law for any violations."

Rank Organization Books 4 from MGM

From THE DAILY Bureau

LONDON, Aug. 15. (By Air Mail). —The traditional release pattern between MGM and Associated British Cinemas has officially been broken.

Metro has issued an announcement in the following terms: "In line with MGM's new policy of not being tied to any particular circuit, the company's impressive line-up of product will be available on a competitive market basis. MGM's pictures will be distributed to independents as well as to major circuits."

The Rank Organisation will play four Metro releases in the near future which, under the old and long-standing arrangement, would have gone to ABC. The pictures are: "Ask Any Girl," "The World, the Flesh and the Devil," "North by Northwest," "The Naked Maja."

"Ask Any Girl" will be given a West End premiere at Rank's Leicester Square Odeon on Sept. 10.

Robt. Newton to Fox

(*Continued from page* 1)

with the *New York Journal-American*, and for the last three years has worked on the drama desk of the paper.

Prior to his association with the *Journal*, Newton spent four years in the Navy Airforce on the aircraft carrier Antietam.

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PEOPLE

Alice Lee Boatwright, formerly associated with the ABC radio show of **Frank Farrell,** and more recently casting director for Goodson & Todman Productions, has been added to the publicity staff of Universal-International to work in New York in connection with the promotion of "Pillow Talk."

□

Lou Brown on Sept. 1 will assume duties as director of advertising-publicity for Loew's Boston Theatres, Inc. He will handle this responsibility in addition to continuing his supervision of promotion for Loew's Poli-New England Theatres, Inc., in Connecticut and Massachusetts.

□

George Lewis, long ill, has retired from National Theatre Supply Co., Philadelphia.

□

Edward Gearing, who has been with the Washington Circuit, Cleveland, for the past 30 years, has been named manager of the Haltnorth Theatre, succeeding **James Williams,** who has resigned.

□

Vernon Kline has been named manager of the Strand Theatre, Philadelphia, for **Abe Sunberg.**

□

Samuel Goldwyn and **Dore Schary** will be among the speakers at the Ninth Annual Cracker Barrel, Americana, at the Lake Tarleton Club's White Mountains Festival of the Seven Arts, Aug. 15-30.

□

Anne Nelson, director of business affairs for CBS Radio in Hollywood for the last five years, has been transferred to the business affairs department of the CBS Television Network, it was announced by **Philip Feldman,** CBS Television Network vice-president and business manager of talent and contract properties, Hollywood.

Laurel, Hardy Returning Via Doff, Rooney Firm

From THE DAILY Bureau

HOLLYWOOD, Aug. 17. — Rights to motion picture characterization of Laurel and Hardy for a full-length theatrical film has been secured from Ben Shipman, attorney for Stan Laurel and the Oliver Hardy estate, by Red Doff and Mickey Rooney on behalf of their Fryman Enterprises.

The FBI Story

CONTINUED FROM PAGE 1

will be attracted to the film as much as men. Further, the violence is not so brutal that children should be excluded. "The FBI Story" is family entertainment all-around.

It does not, of course, follow the pattern of the Whitehead book. That was primarily a history of the organization of the FBI with many of the more famous cases it has handled over the years described at factual length.

On the screen several of these same cases are ones in which the hero becomes involved. Sketched in mainly as background are shoot-it-out encounters with "Baby Face" Nelson, "Pretty Boy" Floyd, and John Dillinger. There are also brief glimpses of the training methods of the FBI and shots of its extensive research laboratories and facilities.

Dealt with in greater detail are three cases in which the hero plays a part. These include the unmasking of a murderer of several Indians in an Oklahoma oil boom town in which Stewart poses as a cattle dealer to gather evidence. Later Stewart goes to South America to relieve three FBI agents of duty there, and he has a narrow escape in a "cliff-hanging" scene in the jungle. In the climax Stewart leads in the tricky business of tracking down a Communist spy in New York City. All this is typical G-man stuff familiar from other films, but LeRoy directs the episodes with rapid pace and style.

As for the hero in private life, he is delineated as a typical All-American husband and father. What happens to him and his family is the stuff of which many a domestic drama has been made. His wife wants him to quit his job because of its dangers, and they quarrel several times about this. At one point she leaves him for several months, taking their three children along. They endure such other trials as the death of a close family friend and fellow agent and, later, the death of their only son in the attack on Iwo Jima.

The scene in which the parents receive the telegram notifying them of the demise of their son and then comfort each other in their grief had the ladies in the audience at the press screening reaching for handkerchiefs.

This reaction was a tribute to the sensitive, dignified playing of Stewart and that of lovely Vera Miles as his wife. The generally capable supporting cast includes Nick Adams, Diane Jergens, Jean Willes, Joyce Taylor, Victor Millan and others.

Many scenes in the film were shot on location in Washington, D.C., and New York City.

Running time, 149 minutes. General classification. Release, in October.

RICHARD GERTNER

$2,000,000 Gross for 'Murder' in Six Weeks

Otto Preminger's "Anatomy of a Murder," in release only six weeks, has already passed the $2,000,000 mark in grosses, it was announced yesterday by Rube Jackter, Columbia Pictures vice-president and general sales manager.

"Anatomy" has been held over in every one of its first 99 key city engagements, Jackter said, and it is still playing in 68 of these situations, with no end in sight. Even more significant, Jackter declared, is the film's staying power as evidenced in repeated instances of holdover grosses surpassing the take for previous weeks.

Citing specific examples, the general sales manager noted that the fifth week at the Gary Theatre in Boston was bigger than the second, third and fourth weeks. At both the Criterion and Plaza Theatres in New York, the sixth week topped the preceding stanza. The sixth session at the Warner Beverly in Los Angeles was higher than the fourth and fifth.

At the Elmwood in Providence, the fourth week outgrossed the second and third. In Baltimore, the Stanley Theatre showed a big increase in the third week over the second. At the Uptown in Salt Lake City and the Century in Buffalo, the fourth week was bigger than the third.

Censorshi

(*Continued from page 1*)

tors who recently joined with Se Judiciary Committee chairman land (D., Miss.) in proposing a co tutional amendment guaranteeing rights of the states to enact legisla on "questions of decency and m ity." The amendment was a rea to a Supreme Court decision pe ting distribution of the film versi "Lady Chatterley's Lover."

Today, however, Kefauver said was afraid the earlier proposal too sweeping in the power it gave states. He, Eastland, and Senator madge (D., Ga.), also a co-spo of the earlier amendment, propos new amendment substituting standard of "obscenity" instea "decency and morality."

Text of Amendment

The amendment declares "free of speech and freedom of the shall not extend to the publica manufacture, sale, dissemination distribution of obscene material, both the Congress and the states enact legislation with respect to prohibition thereof. Material is scene if, applying contemporary munity standards, its dominant th taken as a whole appeals to the p ent interest of the average pers This definition of obscenity is one in recent Supreme Court decisio

Unlike the earlier amendment, new amendment makes clear that the states and Federal Governm would have jurisdiction. Kefa said he was afraid the earlier am ment might be interpreted as den federal jurisdiction in the field. quently, he said, pornography mus controlled by joint federal and action.

In his statement, Kefauver sai did not believe many Ameri favored censorship either by the eral Government or the states, that "they desire and expect there be some effective control over t lowest members of society who their living by purveying filth to immature members of our society." said his felt his amendment was attempt to meet the problem wit censorship.

Wm. Prewitt, Sr., Di

GATESVILLE, Tex., Aug. 17. William Prewitt, Sr., associated v his son some 10 or more years in the operation of Associated Th tres, New Orleans and who charge of that circuit's Kosciu Miss., theatres, died here follow a lengthy illness.

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A Comple Line of Professio Cine Films

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 35 NEW YORK, U.S.A., WEDNESDAY, AUGUST 19, 1959 TEN CENTS

In Manhattan

Theatres Lose $50,000 in Power Failure

18 to 20 Houses Were Involved in Blackout

An estimated 18 to 20 Manhattan theatres lost approximately $50,000 in patronage in Monday's power failure that blacked out the West Side from 59th Street to 110th Street, the East Side from 74th Street to 110th, and from the Hudson River to the East River.

However, other theatres bordering on the blacked-out area did better than usual business Monday afternoon and night and attributed most of the increase to the closing of affected theatres and the darkening of home and tavern television sets due to the power failure.

The blackout began shortly before 3 P.M. and lasted in most areas until near midnight, too late for theatres to reopen. All those affected were back on regular operating schedules yesterday.

A spokesman for Loew's Theatres

(*Continued on page* 4)

Arrangements Finished For ACE-MPAA Meeting

The top conference committees of the American Congress of Exhibitors and the Motion Picture Association of America will meet in the latter's board room here at 11 A.M. next Tuesday, in the second of the top level exhibitor-distributor emergency conferences.

Discussions will be continued dur-

(*Continued on page* 6)

Sid Pink's 'Cinemagic' Slated for November

By SAMUEL D. BERNS

HOLLYWOOD, Aug. 18. — Sid Pink, West Coast exhibitor, with occasional interests in independent film distribution, will bring "Cinemagic" to the nation's screens by Thanksgiving, he told the press at a reception in his

(*Continued on page* 6)

TELEVISION TODAY—page 5

Youngstein Transferring to Coast Temporarily In Move 'To Serve U.A. Producers Better'

Max Youngstein, United Artists vice-president, whose activities in months past have been increasingly concerned with production matters, will establish temporary headquarters in Hollywood shortly after Labor Day, he confirmed yesterday.

Max Youngstein

Youngstein said he was undertaking the move because it would enable him to better serve United Artists' producers, "whether in matters of promotion, production or records." He added that by taking his family with him he also would be enabled to spend more time with them than would be possible if he remained in the East and conformed to the heavy schedule of Coast trips that would then confront him.

"The move has no other significance," Youngstein said. "Nothing else is to be changed."

Roger Lewis, in charge of U.A. advertising-publicity, recently was elected a vice-president of the company and a series of executive promotions throughout the department were made simultaneously, giving effect to U.A.'s new intercontinental promotion organization.

Demonstrate Victoria 70mm Projector Here

Demonstrations of the Victoria-X 70/35mm projector are being conducted here this week, through Friday, by the Cinematograph division of Joe Hornstein, Inc., at 341 West 44th Street, company headquarters and display rooms. Cinematograph is the American distributor of the Victoria-X, which is manufactured by Cinemeccanica of Milan, Italy, one of the Europe's leading developers of motion picture equipment.

In announcing the series of demonstrations, George Hornstein, president

(*Continued on page* 2)

Skouras' USSR Report To Company Heads

Spyros Skouras, 20th Century-Fox president, will make a special report to company presidents and foreign department heads of major companies on his recent visit to Moscow and other European capitals at a dinner at 21 Club here next Tuesday evening. Eric Johnston, president, and other MPEA officials also will be present.

Skouras attended the opening of the American Exhibition in Moscow as a representative of our government and also was a visitor to the Moscow Film Festival. He returned last weekend.

REVIEW:

But Not For Me

Perlberg-Seaton—Paramount—VistaVision

HERE'S A SNAPPY romantic comedy that should play well in any situation. One of those slick backstage accounts of people in the theatrical whirl, the VistaVision production benefits immeasurably from the performances of four stars whose names will look mighty imposing on theatre marquees everywhere.

The first of these is Clark Gable, who again proves himself to be one of the best natural comedians in pictures today. Gable is so confident of his every move that it's a pleasure to just sit back and watch a real professional at work. And when it comes to playing a producer who's more than just a bit sensitive about his age, no one could get a bigger audience response than Gable, who, because of the virile image he has built up

(*Continued on page* 6)

In 31 Cities

National Radio Time for Local Film Openings

MGM Sets 36 Independent Stations in 'Kiss' Campaign

A method of purchasing national radio broadcasting time keyed to a campaign for local openings of a single picture is being put to the test by M-G-M in 31 key cities across the country on behalf of its new release, "It Started With a Kiss." It is estimated that the campaign will reach 70 per cent of the nation's radio listeners. M-G-M terms it the "first national radio spectacular."

The package, developed with M-G-M's advertising-publicity department by John Blair & Company, station representatives, and Donahue & Coe, M-G-M's advertising agency, involves 36 leading independent stations in 31 key cities. Timed to the openings of the picture, the basic campaign will give M-G-M a minimum of 126 announcements on each station, at least one per hour every day from 6:00 A.M. to midnight, from the Monday before opening through the first Sunday.

In addition, each station will throw

(*Continued on page* 4)

Wall St. Firm Sees Loew's Dividend Soon

Expectations that Loew's, Inc., will declare a dividend of from $1.40 to $1.50 at the board of directors meeting here next Tuesday are expressed by Herzfeld & Stern, New York Stock Exchange firm, in a prospectus on the company.

The dividend, if declared, will be

(*Continued on page* 6)

Tax Relief Limitation Rejected by House Unit

By J. A. OTTEN

WASHINGTON, Aug. 18. — The House Ways and Means Committee today rejected a Treasury Department suggestion that proposed tax relief on foreign earnings be limited to under-

(*Continued on page* 6)

PERSONAL MENTION

MORTON NATHANSON, United Artists director of international advertising-publicity, will leave New York today for Washington.

•

EUGENE PICKER, president of Loew's Theatres, and JOHN F. MURPHY, executive vice-president, have delayed until tomorrow, their return from an out-of-town circuit visit.

•

FRANCIS M. WINIKUS, European assistant to MAX E. YOUNGSTEIN, vice-president of United Artists, will leave New York today for Hollywood.

•

PETE HOWELL, Allied Artists booker in Atlanta, has left there with his family for a vacation in Florida.

•

HAYA HARAREET, who has the role of Esther in M-G-M's forthcoming "Ben-Hur," has arrived in New York from Israel.

•

DAVID V. PICKER, United Artists Records executive vice-president, will leave here today for a tour of key cities of the South.

•

WILLIAM MURPHY, Jr., manager of Southeastern Theatre Equipment, Inc., New Orleans, is convalescing at home there following surgery.

•

DOUGLAS SIRK, producer-director of Allied Artists' forthcoming "Streets of Montmartre," will leave here in mid-September for Paris.

'Blue Angel' to Bow At Paramount Sept. 4

Twentieth Century-Fox's "The Blue Angel," starring Curt Jurgens and May Britt, will have its world premiere engagement at the Paramount Theatre here beginning Sept. 4.

The picture follows the current engagement of "A Private's Affair" at the Broadway showcase.

Att: ALL THEATRES
...it's SCREEN TIME!
NATIONAL SCREEN'S BIG NEW PROMOTIONAL BUSINESS BUILDER
Your copy available at your NATIONAL SCREEN EXCHANGE

Levy Is Heard at Outing Of Connecticut MPTO

Special to THE DAILY

STRATFORD, Conn., Aug. 18. — Poor weather in the form of warm rain failed to dampen enthusiasm at the annual Motion Picture Theatre Owners of Connecticut outing today on the picturesque Mill River Country Club grounds. Exhibition and distribution representatives from key Atlantic seaboard points gathered for the traditional festive occasion.

Post-dinner commentary by top industry figures, included an address by Herman M. Levy, general counsel of Theatre Owners of America, citing a promising future for theatrical motion pictures on the national scene.

More than 250 attended the event.

Douglas, Lipton Here For 'Spartacus' Talks

Kirk Douglas and David A. Lipton, Universal Pictures Company vice-president, will arrive here today to confer with Universal home office executives on sales and promotion plans for "Spartacus," the Bryna production in which Douglas stars.

Douglas will participate in a series of meetings with the Universal sales cabinet and with Lipton in home office meetings with Eastern advertising and publicity department executives headed by Charles Simonelli, Eastern advertising and publicity department manager; Jeff Livingston, Eastern advertising manager; Herman Kass, Eastern exploitation manager, and Paul Kamey, assistant Eastern publicity department manager. They will be joined in the New York meetings by Stan Margulies, Bryna ad-publicity department manager. They will in New York from Europe.

Production Shows Rise; 33 Films Before Camera

From THE DAILY Bureau

HOLLYWOOD, Aug. 18. — Production took a rise this week with the start of four pictures, bringing the total to 33. Only one was completed, Jack Webb's "--30—" five days ahead of schedule.

Started were: "Swiss Family Robinson" (Walt Disney Production—Technicolor and Panavision); "Bay of Naples" (Scribe Production for Paramount in VistaVision & Technicolor); "Hell Bent for Paradise" (Universal-International—CinemaScope); "Kirby's Gander" (Tiger Production—Independent).

'Magician' Here Aug. 27

Ingmar Bergman's new film, "The Magician," will have its American premiere on the evening of Aug. 27 at the Fifth Avenue Cinema here. It is a Janus Films' release.

Free Pennies Stunt Promotes Kaye Film

Special to THE DAILY

DENVER, Colo., Aug. 18. — The Denham Theatre here has been giving away money as a means of attracting customers. It was all part of the promotion campaign the theatre had going for Paramount's "The Five Pennies," starring Danny Kaye.

All persons in town named Penney, Penny, Nichols and Nickle received in the mails each day for five successive days a single penny accompained by a portion of the lyrics of the film's title song. Finally they received a card indicating that five pennies and the card would admit one person to the Denham to see "The Five Pennies" when accompanied by one paid admission. Opinion-makers and film critics also were recipients of the pennies and card.

Other promotion stunts used by the theatre on behalf of the film were music store tieups involving the giving away of records of music from the film, a tieup with J. C. Penney Department Store for a special "five pennies" sale, and a mobile dixieland band that played for lunch hour pedestrians at main intersections during the picture's first week.

P. S. "The Five Pennies" did big business at the Denham.

'Tinglers' Successful; Castle Orders 100,000

From THE DAILY Bureau

HOLLYWOOD, Aug. 18. — Based on successful results of "The Tingler" test engagements in Detroit and Baltimore, William Castle, who produced and directed the film as his initial William Castle and Associates production for Columbia release, has placed an order for immediate delivery of an additional 100,000 tinglers.

Shpetner to Paramount

HOLLYWOOD, Aug. 18. — Jack Karp, Paramount studio head, today announced the signing of Shpetner Productions, headed by Stan Shpetner, in line with the studio's announced policy of expansion with particular emphasis on attracting new talent.

'Hot' Sets UA Record

United Artists' "Some Like It Hot" has set a record on the Loew's Theatres circuit in the New York area with a week's receipts of over $400,000, it was announced jointly by Eugene Picker, president of Loew's Theatres, and William J. Heineman, vice-president of UA. The total is the highest ever registered by a UA film on the circuit.

Demonstratio

(*Continued from page* 1)

of Joe Hornstein, Inc., said that exhibitors and projectionists are vited and that a technical staff be on hand throughout each day, into the evening if needed, to expl the design and operating features the 70/35mm sound projector. Schaeffer, Cinematograph engin and Tom Prendergast, consulting gineer, are supervising the demonst tions.

"Previously," Hornstein added, showed the Victoria-X to the tec cal staffs of Loew's and several ot circuits, with such enthusiastic re tion that we believe all exhibitors projectionists who can do so will w to take advantage of the demonst tions that we are conducting for t this week."

Associated with the sound pro tors in the display are all of the ot kinds of equipment and the ac sories which enter into an installat for 70mm projection and related m ti-channel sound.

Europe Has 60

Hornstein pointed out that th are Victoria-X installations in o 60 theatres in Europe, the Mid East and North Africa, and that organization already has equippe number of theatres for 70mm in country, including the Century cuit's Shore theatre in Huntingt N. Y.; the Interstate circuit's St theatre in Wichita Falls, Tex.; Center theatre, St. Petersburg, Fla

Sturges, Mirisch Sign Pact for 'Magnificent'

From THE DAILY Bureau

HOLLYWOOD, Aug. 18. — "T Magnificent Seven," Yul Brynner st rer originally set for production The Actor's Company, Alciona, w now be produced and directed John Sturges for the Mirisch-Alp Co., a newly formed joint venture tween Sturges' production compa and the Mirisch Co., it was announc today by Sturges and Harold Miris

Brynner will star in the film United Artists release.

Fox Dividend 40c

The board of directors of 20th Ce tury-Fox yesterday declared a quart ly dividend of 40 cents per share pa able on Sept. 26 to stockholders record Sept. 11.

THE NEW PETITE ROOM WITH COLOR
available for "SUMMIT SESSIONS"
THE LITTLE CLUB
LUNCHEON • COCKTAILS
DINNER • AFTER-THEATRE
70 Ea
55th St

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fec Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hol wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Moti Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-31 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Tbeo J. Sullivan, Vice-President and Treasurer; Raymond Gallagh Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

NEW YORK GOES GUINNESS!

METRO-GOLDWYN-MAYER presents
Sir ALEC GUINNESS
in
"THE SCAPEGOAT"
also starring BETTE DAVIS
AS THE COUNTESS
with NICOLE MAUREY • IRENE WORTH • PAMELA BROWN
Screen Play by ROBERT HAMER • Directed by ROBERT HAMER • Produced by MICHAEL BALCON

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Guild 50th
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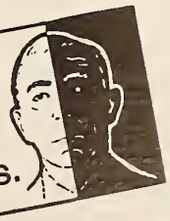
PL 7-2406-7
at: 11:00, 12:35, 2:15, 3:50, 5:30, 7:10, 8:45, 10:25

Breaks every record in the 21-year history of the Guild Theatre! Not since "Rebecca" has Daphne Du Maurier brought such haunting excitement to the screen!

RIGHT: Ad in N.Y. press

BOSTON!
New M-G-M house record going into 4th big week.

LOS ANGELES!
Opening tops Big "A"–hits from two other companies.



YOUR OPPORTUNITY!
More and more the fans go for that Guinness guy.

National Radio

(*Continued from page* 1)

its full promotional support behind the campaign, creating intense penetration.

The programming structure of each station will be utilized for a substantial number of announcements tied in with weather reports, traffic bulletins, sports news, women's service shows, and similar broadcasts. Station disc jockeys and other personalities will "adopt" the picture and sell it personally to their listeners. Each station will create its own contests and promotional stunts.

This flexibility solves a problem that has long plagued motion picture companies who wanted to buy national broadcasting time. With various opening dates—dates liable to change—they could not commit the same dates and times for all cities. Under this plan, the commercials and promotions will be broadcast at the most effective times, just before and after the opening. If an opening date should be changed, the individual station can adapt the schedule to fit the new requirements. Most opening dates for "It Started With a Kiss" are set for the week prior to Labor Day.

Drive Started in New York

The campaign has begun in New York, where the film opens at the Capitol Theatre today, and in Cincinnati where it will open tomorrow.

In New York, stations WMGM, WINS and WABC are carrying the heavy schedule of spots and promotions.

In Cincinnati, WCPO is the station, and the campaign there illustrates the power of the package. The station has already run teaser announcements prior to the campaign's beginning, calling attention to "Iswak Day" with recordings of kiss sounds; a contest to find the most beautiful lips in Cincinnati; a motorcade through the streets of the city led by the staff of the station; on-the-air interviews from the lobby after a sneak preview; and street ballyhoo with models distributing candy kisses set for opening day—all in addition to the regular saturation spot commercials, playing of the Debbie Reyonlds M-G-M record of the title song, and the editorial support of the station's personalities.

Stations in Every Area

Stations participating in the Radio Spectácular are: WHB, Kansas City; KFWB and KHJ, Los Angeles; WAKY, Louisville; WQAM, Miami; WDGY, Minneapolis-St. Paul; WDSU, New Orleans; WGH, Norfolk; WFIL, Philadelphia; WWSW, Pittsburgh; KGW, Portland, Oregon; WPRO, Providence; KXOK, St. Louis; KGO and KSFO, San Francisco; WABC, WMGM and WINS, New York; WFBR, Baltimore; WHDH, Boston; WLS, WJJD, Chicago; WCPO, Cincinnati; KLIF, Dallas; KFJZ, Fort Worth; KTLN, Denver; WXYZ, Detroit; KILT, Houston; WIBC, Indianapolis; KOMG, Seattle; WWDC, Washington; WHK, Cleveland; WKBW, Buffalo; WOKY, Milwaukee; KCBQ, San Diego; WAKE, Atlanta.

Theatres Lose $50,000

(*Continued from page* 1)

said that while only three of the circuit's houses were affected—the Orpheum, Olympia and 83d Street—the loss for the day could be estimated at around $9,000 as business had been excellent with the attraction "Some Like It Hot."

As soon as it was known that the blackout would continue for some hours, Loew's Theatres went on its radio station WMGM with announcements that the same program which had been playing at the closed theatres was available in nearby Loew's houses.

Just how effective the announcement was remained a question, inasmuch as radio reception was out along with everything else dependent on electric power in the affected area.

Times Square Unaffected

Although a strategic business section of upper Broadway was blacked out, Times Square first runs were open as usual. In fact, managers of some said they knew positively they were deriving some benefit from the closed houses further uptown, as well as from the darkened television screens, when they observed numerous customers at the box offices with flashlights protruding from pockets, proclaiming the carriers to be refugees from the blacked-out area.

All of the affected theatres had matinee performances in progress when the power failure occurred. Some refunded admissions; others issued tickets good for a later date. Theatre operators said refunds to those who asked for them did not amount to much as some had only a few hundred dollars in at the time of the blackout and others had completed a full first performance.

RKO Houses Dark

RKO Theatres had one house operating in the affected area, the 86th Street. A circuit spokesman said it was difficult to tell whether its unaffected theatres adjacent to the blacked out area benefited "because they had been doing good business anyhow with 'This Earth Is Mine'."

A spokesman for Independent Theatre Owners Ass'n. of N. Y. estimated that "at least 10" member theatres of the organization were in the blacked out area.

Consolidated Edison Co. spokesmen attributed the failure informally to extra demands placed upon the service in the area due to the prevailing warm, humid weather. However, an official of the city Department of Water Supply, Gas and Electricity laid it to "operational" causes. Con Ed then said it would be unable to state what had gone wrong until all trouble spots, six or seven of them, had their defects submitted to laboratory examination.

Con Edison Has 20 Circuits

The six or seven faulted circuits were part of a network of 20 serving the affected area. Con Ed shut off the other 14 while the defects were traced and repaired because the strain placed on those still functioning would have made them liable to damage which might have required months to repair, it was said.

The power failure affected an estimated 500,000 residents of the two areas and all business establishments, transportation, traffic light, refrigeration, elevator service, and other facilities dependent upon electric light and power therein.

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; Col, Columbia; MGM, Metro-Goldwyn-Mayer; Par, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope; te, Technirama; vv, VistaVision; rs, Regalscope.

► AUGUST

AA—THE BAT: Vincent Price, Agnes Moorehead
AA—FACE OF FIRE: Cameron Mitchell, James Whitmore
AIP—SIGN OF THE GLADIATOR, c, cs: Anita Ekberg, George Marchall
BV—THE BIG FISHERMAN, c, te 70: Howard Keel, Susan Kohner
COL—30-FOOT BRIDE OF CANDY ROCK: Lou Costello
COL—HAVE ROCKET, WILL TRAVEL: Three Stooges
MGM—THE SCAPEGOAT: Alec Guinness, Bette Davis
MGM—THE BIG OPERATOR: Mickey Rooney, Mamie Van Doren
PAR—THE FIVE PENNIES, c, vv: Danny Kaye, Barbara Bel Geddes
20-FOX—A PRIVATE'S AFFAIR, c, cs: Sal Mineo, Gary Crosby
20-FOX—RETURN OF THE FLY, rs: Vincent Price
20-FOX—THE ALLIGATOR PEOPLE, c, cs: Lon Chaney, Beverly Garland
20-FOX—BLUE DENIM, cs: Carol Lynley, Brandon de Wilde
UA—THE RABBIT TRAP: Ernest Borgnine, David Brian
UA—THE DEVIL'S DISCIPLE: Burt Lancaster, Kirk Douglas
UA—CRY TOUGH: John Saxon, Linda Cristal
WB—JOHN PAUL JONES, c, te: Robert Stack, Bette Davis

► SEPTEMBER

AA—WEB OF EVIDENCE: Van Johnson, Vera Miles
AA—CALLING NORTH POLE, c, cs: Curt Jurgens, Dawn Addams
AIP—THE GIRL ON DEATH ROW
AIP—THE JAILBREAKERS: Robert Hutton, Mary Castle
MGM—FOR THE FIRST TIME, c, cs: Mario Lanza, Zsa Zsa Gabor
MGM—TARZAN, THE APE MAN, c: Denny Miller
MGM—IT STARTED WITH A KISS, c, cs: Debbie Reynolds, Glenn Ford
PAR—THAT KIND OF WOMAN: Sophia Loren, Tab Hunter
20-FOX—BLUE ANGEL, c, cs: Curt Jurgens, May Britt
20-FOX—THE OREGON TRAIL, c, cs: Fred MacMurray, Nina Shipman
UA—CAST A LONG SHADOW, c: Audie Murphy, Terry Moore
UA—TAKE A GIANT STEP: Johnny Nash
WB—LOOK BACK IN ANGER: Richard Burton, Claire Bloom
WB—YELLOWSTONE KELLY, c: Clint Walker, Ed Byrnes

► OCTOBER

AIP—THE HAUNTED HOUSE OF USHER, c, cs
AIP—THE LIVING DEAD: Barboura Morris, Dick Miller
BV—JUNGLE CAT, c: wildlife feature
COL—THE TINGLER: Vincent Price, Judith Evelyn
COL—THEY CAME TO CORDURA, c, cs: Gary Cooper, Rita Hayworth
COL—THE CRIMSON KIMONO: Victoria Shaw, Glenn Corbett
COL—THE MOUSE THAT ROARED, c: Jean Seberg, Peter Sellers
MGM—GIRLS' TOWN: Mamie Van Doren, Paul Anka
MGM—LIBEL: Dirk Bogarde, Olivia De Haviland
PAR—BUT NOT FOR ME, vv: Clark Gable, Carroll Baker
20-FOX—THE BEST OF EVERYTHING, c, cs: Hope Lange, Joan Crawford
20-FOX—FIVE GATES TO HELL, cs: Dolores Michaels, Patricia Owens
UA—THE WONDERFUL COUNTRY, c: Robert Mitchum, Julie London
UA—TIMBUCTU: Victor Mature, Yvonne DeCarlo
UA—COUNTERPLOT: Forrest Tucker, Allison Hayes
UNI—PILLOW TALK, c, cs: Rock Hudson, Doris Day
WB—THE FBI STORY, c: James Stewart, Vera Miles

'Giants' Acquired

"The Little Giants," starring Monterey, Mexico, Little Lea World Champions, has been acqui by Continental Distributing, Inc., release in the United States and C ada, it was announced by Ir Wormser, president of the company

lewscasters Bill Passed by House

From THE DAILY Bureau

WASHINGTON, Aug. 18. — The ouse today passed a bill to exempt ws broadcasts from the "equal ne" provisions of the Communica- ns Act.

The legislation, somewhat more re- icted than a bill already passed by e Senate, is aimed at overcoming e effects of a Federal Communica- ns Commission decision that all litical candidates must be given ual time on radio and TV news ows. Broadcasters have warned that lure to overturn the ruling would oduce a blackout of political news verage.

The House-approved bill would ex- pt any appearance by a legally alified candidate on any bona fide wscast or on-the-spot news cover- e, providing the appearance of the ndidate is incidental to the pre- ntation of news.

The Senate bill also exempts ap- arances on panel shows and directs re-examination of the problem in ee years, with annual reports from e FCC in the meantime.

A Senate-House conference will ve to work out a compromise bill.

orfolk Station Signs s ABC-TV Affiliate

WVEC-TV, scheduled to operate Channel 13 in Norfolk, Va., has ned to become an ABC Television mary affiliate, it was announced Oliver Treyz, ABC Television twork president, and Thomas P. isman, WVEC-TV president and neral manager.

The affiliation of WVEC-TV is ef- tive in the fall when the new IF station begins operations. VEC-TV formerly operated as a IF station on Channel 15 in Nor- k.

In welcoming the new station, eyz noted that WVEC-TV is a w addition to ABC-TV's expanding liate lineup and that its manage- nt will bring to ABC-TV many rs of tough competitive experience ned in successful operation of the e UHF station in a predominantly IF market.

ilwaukee Station o Have Tape Recorder

Special to THE DAILY

MILWAUKEE, Aug. 18.—A new eo tape recorder will arrive at MVS-TV, local education station, Aug. 31, Paul Taff, manager, has orted. The $500,000 machine is be- given to the station by the Ford ndation. It will make better pro- mming possible by recording a ssroom session and then broadcast- it later.

Taff said the station was notified t it also would receive $10,000 th of tape from the Minnesota ning & Manufacturing Co.

Television Today

Live Drama Workshop Started by CBS-TV

From THE DAILY Bureau

HOLLYWOOD, Aug. 18. — The CBS Television Network will establish a new live dramatic workshop designed to encourage and develop writing, performing and directing talent for television, it was announced in Hollywood today by Oscar Katz, vice-president, network programs, for the CBS Television Network.

The experimental project will be launched immediately and will be called the CBS Television Network Drama Workshop, Katz stated. It will be under the supervision of William Dozier, vice-president, programs, Hollywood.

The primary purpose of the drama workshop is to provide an opportunity for the development of new writing, directing and performing talent for television, with a roster of fresh one-hour dramatic programs for possible future requirements, either for regular season network use or as summer replacements for established hour programs or both. The workshop program will consist of one-hour dramas embracing comedy, melodrama, adventure and romance. They will be produced live-on-tape at Television City.

AROUND THE . . . TV CIRCUIT with PINKY HERMAN

WHEN the "Steve Allen" series of NBColorcasts returns to the net Monday, Sept. 28, Les Brown's Band of Renown will be heard as a regular weekly. . . . Director Andy Gold and Cameraman Joe Brun back in Gotham from a ten-day trip to Monroe, La. where they filmed several Olin Mathieson Commershills for Transfilm. . . . Sid Sirulnick, who was station manager and top-rated jazz deejay for the Armed Forces Radio Alaska Network and has been associated with WNTA the past year, has just been named production manager there by Irv. Lichtenstein. . . . Henny Youngman set for another stint on the CBSullivan Show Aug. 30 . . . Larston D. Farrar, author of the sensationally controversial tome, "Washington Low-down" whose next book, "Successful Writers And How They Write" will be nationally released by Hawthorne Sept 25, turned in a terrific 2 and a half hour job last night as moderator of the "Steve Allison" program over WWDC, Washington, D.C. during Steve's vacation. Farrar not only writes provocatively but his talking carries the same impact. . . . When the FCC approves the purchase of station KBMI, Las Vegas by the Richmond Bros. Network (new call letters will be WBUX) it'll be this enterprising firm's fourth radio outlet, the others being WMEX, Boston, WPGC, Wash. D C, and WRNC, Oakland, Md. Incidentally, Bob Richmond, as head of WMEX, has succeeded in making beantown quite conscious of the station's new "color radio" sked. . . .

☆ ☆ ☆

Before sailing for Europe last week, Jules Levey's enthusiastic description of the Lido Hotel at Lido Beach, L.I., prompted us to visit the (Milton & Leo) Seidan establishment yesterday. This "riviera" of Long Island is a perfect setting for motion picture and TV exteriors while the 8100 square feet of the Terrace Room with its remote-controlled sliding stage is made to order for "nite club" or similar interior shooting. . . . Initial package of the newly-formed Impa Productons (Irving Mansfield and Peter Arnell) will be a panel TV quizzer, "Take A Good Look" starring Ernie Kovacs as moderator which will ABCommence Thursday, Oct. 24 (10:30 P.M.) and sponsored by Consolidated Cigars. Show will originate on the coast where Mansfield and Arnell are currently signing up the regular panel. . . . Program Dirctor Fred Hohl of station WAME, Miami is loaded with talent. Fred, in addition to his duties as headman there, does a daily platter-chatter stint and is "Jimmy Dooley" star of the area's most popular moppet television series. . . . Leon I. Mirell, a specialist in copyright law and associated with CBS since 1954, has been named by Geo. Shupert to head the MGM-TV business dept. and will headquarter at the studios in Culver City. . . . The Dick Clark Caravan of Stars, booked exclusively by GAC-Super Prod., start a series of one-niters and will appear throughout the east, south and southwest from Sept. 18 thru Oct. 31. Arnold Dover will emcee the Clark-Feld Production. . . . Pat Boone starts his 3rd year for his ABChevrolet tele-series Oct. 1. . . .

ABC's Channel 7 Hit By Power Failure

American Broadcasting Co.'s Channel 7 and radio station WABC were the only ones affected by the power failure that struck upper Manhattan in mid-afternoon Monday and was not repaired until eight or nine hours later.

ABC's offices and studios are at 7 West 66th Street, just seven blocks inside the area affected by the power failure.

Responding to the emergency, ABC forces got the television station back on the air in about 25 minutes after the start of the blackout by offering programs originating in other cities, using its mobile transmitter in the street and by other means. One network show, "Pantomime Quiz," was staged on the sidewalk near ABC headquarters and transmitted by the mobile unit, despite some lighting and acoustical difficulties.

Portable, Car Sets Operate

All TV and radio networks were blacked out of the affected area, where reception was not possible other than on portable and car sets.

When ABC's news printer ceased to function, its rival networks, NBC and CBS, made their news dispatches available to it.

Radio station WABC was off the air only a few seconds while hooking up to a transmitter at Lodi, N. J.

Radio station WINS is in the affected area but stayed on the air with a battery operated transmitter.

Office workers at ABC worked by candle and flashlight, with office air-conditioning inoperative. One wag observed it was the first time some executives had been seen with their coats off at work.

'New York Forum' Set For Bow on Aug. 23

"New York Forum," a new WCBS-TV Public Affairs Department weekly series presented in cooperation with the Association of the Bar of the City of New York, will make its debut Sunday, Aug. 23, it was announced by Frank J. Shakespeare, Jr., vice-president and general manager of the station (WCBS-TV, Channel 2, 12:00-12:30 P.M.).

The guest on the first program will be R. Conrad Cooper, executive vice-president of the U.S. Steel Corporation and chief negotiator for the steel companies' coordinating committee during the current steel strike.

The purpose of the new series, in the words of producer Warren V. Bush, "is to examine the ideas and actions of distinguished men and women in today's headlines who give shape and direction to local, state, national and international affairs of public consequence."

PEOPLE

Sen. George Della of Maryland was one of those attending the annual outing of Maryland Allied, held near Annapolis. Other guests included Abram Myers, Allied States general counsel; Herb Gillis, Paramount; Ben Caplon, Columbia; Harold Soltz, Universal; Milton Lipsner, Allied Artists; Sidney Cooper, United Artists; Ira Sichelman, 20th Century-Fox, and George Callard, representing Coca-Cola.

□

Alex Francis-Smith, manager for six years at the Beacon Hill Theatre, Boston, is on leave of absence as result of a back ailment and is resting at his home in Scituate. Substituting for him at the Beacon Hill is Max Selver, transferred from the Capri Theatre, Boston, Both houses are under the Sack Theatres banner.

□

Arthur Schwartz has sold his Unique Theatre, Philadelphia neighborhood house. It will be converted into an industrial property.

□

Rouben Mamoulian, director, has been invited by the Venice Film Festival to be guest of honor at conferences to be held following the festival on the island of St. Giorgio. Mamoulian directed three films at the festival: "Dr. Jekyll and Mr. Hyde," "Becky Sharp" and "Queen Christina."

□

Gail Kublic, Pulitzer Prize-winning composer of motion picture scores, has been invited to lecture on music-in-films at the Venice Film Festival in September. He will discuss "The Functional Difference Between Film and Abstract Music."

□

Ben Geary, Schine Theatres manager in Alhens, O. will head the Athens United Appeals drive in October.

Wall Street Report

(*Continued from page* 1)

the first for the film company in almost four years. Statements of the company itself have indicated that dividends would in all likelihood be resumed sometime this year.

Recommending the Loew's stock for capital appreciation, Herzfeld & Stern bases its report on the fact that net income for the year ending Aug. 31 should approximate $3 per share as compared to 15 cents in 1958; cash items were $16,000,000 on Aug. 31, 1958, but as of June 4 this year exceeded $31,000,000; cash flow will free sizeable sums for investment in other producing assets; and the outlook for the next fiscal year is very favorable, particularly with the great exhibitor demand for "Ben-Hur" prior to its release.

The stock company also notes that income from sales of pre-1948 films to TV total $12,000,000 a year. Contracts outstanding as of June 4 indicate an additional $32,000,000 after that date.

But Not For Me

CONTINUED FROM PAGE 1

during his long career, is the last person one would picture in this particular situation.

In "But Not For Me," Gable has two beautiful women vying for his affections, Carroll Baker and Lilli Palmer. As Gable's secretary, Miss Baker gives further indication of her worthiness of that long-range "star of tomorrow" build-up. But it is classy Miss Palmer, as Gable's ex-wife, who steals the show. Gorgeously gowned, she is the personification of theatrical glamour at its sleekest, and has a major share of the bright lines from John Michael Hayes' screenplay.

Rounding out the starring quartet is Lee J. Cobb as a prize-winning playwright nursing the bottle. Put these four stars together and you have "But Not For Me," a title borrowed from the George and Ira Gershwin standard from "Girl Crazy," which is sung behind the credits by Ella Fitzgerald.

Hayes' script is a variation on the perennial May-December romantic theme, with the girl, rather than the man, doing most of the chasing. The complications start when Gable, because of a set-back in his production plans, is forced to fire Miss Baker, whereupon, no longer an employee, she makes a play for him.

By an odd coincidence, Gable and Cobb had been working on a play involving the love of an older man for a young girl, but had abandoned it as old-hat. Noting Miss Baker's passion for Gable, however, they hit on the bright idea of making the young girl the pursuer in the play, and use the real-life relationship between the producer and his secretary as the basis.

WORKING SO CLOSE together, Gable and Miss Baker themselves become romantically involved, much to the amused despair of Miss Palmer, who feels it's about time for her ex-hubby to start acting his age. As might be expected, Miss Baker, who is also a dramatic student, winds up starring in Gable's play, along with Barry Coe, a young and handsome "friend."

In past instances, such screen romances between an older man and a girl have ended with the couple happily united, sometimes to the disappointment of younger movie fans. That is not the case in "But Not For Me." Miss Baker finally pairs off with Coe, and Gable is re-united with Miss Palmer, providing a solution that will be agreeable to all segments of the audience.

Before this fade-out, however, there are many spirited battles between the principals, including a frisky romp through Gable's bedroom. Most of the comic situations are focused on the stars, but there is an amusing bit by Thomas Gomez, as a Greek movie magnate.

"But Not For Me" was produced by William Perlberg and George Seaton and directed by the reliable Walter Lang. With Gable, Baker, Palmer and Cobb—four stars of international reputation—it can't miss where sophisticated comedy is appreciated.

Running time, 105 minutes. General classification. Release, in October.

WARREN G. HARRIS

All-Time 'Life' Record

BUENOS AIRES, Argentina, Aug. 18.—Universal-International's "Imitation of Life" has just established a new all-time company record in the first week of its simultaneous four-theatre debut here. The picture amassed a total 1,261,000 pesos at the Gran Rex, Gaumont, Florida and Flores, a combination seating almost 8,500 people. The initial week's gross exceeded the previous record-breaking marks established by the company's "To Hell and Back" by 28 per cent, and "The Benny Goodman Story" by 10 per cent.

A. F. Kehr Dies

OGALALLA, Nebr., Aug. 18. — A. F. Kehr, long-time Nebraska exhibitor and owner of the Prarie and Princess theatres here, died following a protracted illness.

Pink's 'Cinemagic'

(*Continued from page* 1)

Hal Roach studio offices tonight. Pink, president of Cinemagic, Inc., described this innovation as effecting the same realm of fantasy that a cartoon does, by converting live action footage to line drawings in motion, and distributing still frame samples of the result of the secret process now being reviewed by the U. S. Patent Office.

Pink who once partnered with Arch Oboler in the develment of the three-D process, said there will be no need for special equipment, and that the costs generally poured into demonstrations of an important process will be put into the first film, "Invasion of Mars" which rolls next month on a $500,000 budget. Cost of sets will be made for one-third normal costs to produce desired effects, Pink said. He will open the film here next Thanksgiving, then plans his own distribution to other key situations around the country. Norman Maurer, inventor of the process, will be Pink's co-producer on the first film, which will be shown in the two-to-one ratio. The system will be made available to other producers, and the process can be applied to any film or any shot.

The film which will be among the first to be photographed in the new Eastman Color 5250, a new fast film, faster by one complete stop, requiring only half the amount of light for photography, will be processed by General Film Laboratory, with prints to be supplied by De Luxe Laboratories. The cast will be headed by Gerald Mohr, Nora Hayden and Les Tremayne, and will be photographed by Stanley Cortez from a screenplay by Ib Melchior, who will also direct, and Sid Pink.

ACE and MPA

(*Continued from page* 1)

ing a luncheon to be held at the Harvard Club, directly opposite the Association's offices.

The meeting will hear and discuss reports from the joint subcommittees on possibilities of increased production, aid to small theatre owners, theatre and film advertising, and from the Compo committee on research.

All of the subcommittees and the Compo committee will have held meetings prior to next Tuesday. Last to do so, the committee on aid to small theatres, is scheduled to meet in the MPAA board room tomorrow morning.

Members of the MPAA committee on exhibitor relations will convene at 10:30 A.M. next Tuesday in a caucus meeting and members of the ACE executive committee probably will meet on Monday, as they did the day preceding the first joint ACE-MPAA conference.

Tax Relief Limitation

(*Continued from page* 1)

developed countries. It also seemed likely to reject tomorrow another Treasury Department proposal to exclude export companies from the proposed tax relief.

Both Treasury Department suggestions were opposed by motion picture companies, which would like to qualify for the tax relief permitted by the bill.

The bill, sponsored by Rep. Bogg (D., La.), would permit U.S. firms to set up special subsidiary corporation to carry on overseas operations and to defer taxes on the earnings of those subsidiaries until the earnings are remitted to the U.S.

The Treasury wanted the relief confined to operations in under-developed areas, but the committee said the relief should be available anywhere.

Committee members said the committee was leaning toward a compromise that would give the tax relief to any firm, even an export firm if it had some physical facilities in the foreign countries. The committee hopes to finish work tomorrow.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 36 NEW YORK, U.S.A., THURSDAY, AUGUST 20, 1959 TEN CENTS

EDITORIAL

Post-'48 Backlog

By Sherwin Kane

RECURRENT reports that the Department of Justice might not stand in the way of an exhibitor-dominated purchase of either all or parts of post-'48 film libraries have been heard throughout the trade since several exhibitors discussed the subject with Justice officials a while back.

It is now possible to say that such reports need qualification.

Justice Department officials have given no opinion, one way or the other, as to their views of such a proposal or their probable course of action in the event such a deal was consummated.

It is to be emphasized, there has been no official "no" to the idea, any more than there has been a nod of assent.

•

The exhibitors have visited Washington and aired their idea of buying up the post-'48s and reissuing the best of them to theatres from time to time. The talks were couched in general terms, no specifics whatever, and served mainly to explore the various legal ramifications involved.

Justice Department sources do say that should an exhibitor plan be put into effect with any strong indication that its purpose was to deprive television of access to the post-'48 libraries, it would never be cleared by the Department.

"After all," one reminds, "we brought the 16mm. case to prevent just such a situation."

That case, incidentally, was thrown out of court by Federal Judge Yankwich in Los Angeles.

•

Justice sources do say that if post-'48 buys were made by an exhibitor-dominated unit with all indications that the films would be reissued on a purely business basis and without discrimination in licensing, there would be no official objections.

However, the officials add that the burden of proof that the films had not been acquired in order to keep them from television would be on the exhibitors. This burden, they intimate, is so heavy they doubt that any such deal will be made.

Variations of such a plan have been discussed from time to time by virtually all of the exhibitor organiza-

(*Continued on page 2*)

ASCAP's West Coast Membership Approves Proposed Consent Order

A resolution expressing approval of the proposed consent order for the American Society of Composers, Authors & Publishers, and confidence in president Stanley Adams and the ASCAP board of directors was adopted by unanimous consent at a special meeting of the West Coast membership in Los Angeles Tuesday, it was reported here yesterday.

Adams had called the West Coast meeting to give the Society's members the opportunity to hear attorney Arthur H. Dean explain the consent order in detail. Dean, a senior partner in the firm of Sullivan and Cromwell, is special counsel to ASCAP in the proposed consent decree which

(*Continued on page 3*)

Cinerama Acquires Novel for Filming

Cinerama, Inc. has purchased rights to Joseph Kessel's best-selling novel, "The Lion." The book is a Book of the Month Club selection.

The literary property will thus become the source of the first Cinerama production to tell a dramatic story. Previous films in the process have all been travelogues.

Hazard Reeves, president, said that formal contracts will be signed at the earliest moment possible and plans developed for the production of the story in Cinerama.

The story of "The Lion" is laid

(*Continued on page 3*)

Dr. Duerr Receives SMPTE Kalmus Award

Dr. Herman H. Duerr, technical director, ANSCO, a division of General Aniline & Film Corp., has been named recipient of the Herbert T. Kalmus Gold Medal Award of the Society of Motion Picture and Television Engineers, for outstanding achievement in color motion pictures.

In bestowing the award, the Society cited Dr. Duerr's contributions to color film progress and praised his efforts as the "dynamic head of the SMPTE Color Committee during a most important era."

The Kalmus Gold Medal will be presented to Dr. Duerr during the 86th semi-annual convention of the SMPTE, October 5-9, at the Statler Hilton Hotel here.

Stanley Warner Zone Managers Meet Today

A meeting of Stanley Warner zone managers, other field and home office officers and executives will be held here today. Harry M. Kalmine, vice-president and general manager of the circuit, will preside, and S. H. Fabian, president, and Samuel Rosen, executive vice-president, will address the meeting.

Among those present will be the fol-

(*Continued on page 3*)

Hold Pre-Trial Meets On Anti-Trust Suits

Special to THE DAILY

KNOXVILLE, Tenn., Aug. 19. — Pre-trial conference hearings on two film industry anti-trust lawsuits were drawing to a close today at Knoxville Federal Court. Court action has been initiated by New Amusement, Inc. of Knoxville and Taylor Bros.

(*Continued on page 6*)

AA 'Pay or Die' Will Star Ernest Borgnine

From THE DAILY Bureau

HOLLYWOOD, Aug. 19. — Steve Broidy, Allied Artists president, today announced his company has signed Ernest Borgnine to star in "Pay or Die," the story of Lieutenant Joseph Petrosino, New York police detective

(*Continued on page 2*)

M-G-M Has Four Films In Broadway Area

M-G-M currently has four films playing in the Broadway area, at theatres adjacent to each other. "North by Northwest" at the Radio City Music Hall is in for a long run after setting a new opening-week record; "For the First Time" is expected to gross a big $75,000 for its first week at the Roxy; and "The Scapegoat" is also setting a record pace at the Guild. Yesterday these three were joined by "It Started with a Kiss" at the Capitol, where long opening day lines were reported.

Tentatively Approved

House Group Likes Foreign Tax Relief Bill

Favors U. S. Firms With Establishments Abroad

By J. A. OTTEN

WASHINGTON, Aug. 19. — The House Ways and Means Committee today tentatively approved a foreign tax relief bill, but committee officials said it might be some time before they knew whether film companies would qualify.

The bill would permit U.S. firms to set up special subsidiary corporations for overseas operations, and would permit the subsidiaries to defer payment of U.S. income taxes on their foreign earnings until the money is brought back to this country.

The committee rejected Treasury Department proposals to confine the tax relief to under-developed countries and to firms which get 50 per cent or more of their income from

(*Continued on page 2*)

Selig to Head TOA Showmanship Program

Robert W. Selig, president of Fox Intermountain Theatres of Denver, will chairman the showmanship program at the 12th annual convention of the Theatre Owners of America, at the Hotel Sherman in Chicago, Nov. 8-12, president George G. Kerasotes announced.

The program will be entitled "The

(*Continued on page 3*)

Frankovich Will Meet Columbia Officials Here

From THE DAILY Bureau

HOLLYWOOD, Aug. 19. — M. J. Frankovich, chairman of board of Columbia Pictures, Ltd., of Great Britain and Ireland, and vice-president of Columbia International, left here tonight for New York following several days of meetings on forthcoming

(*Continued on page 6*)

TELEVISION TODAY—page 6

PERSONAL MENTION

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, and ROGER H. LEWIS, vice-president in charge of advertising-publicity, left New York yesterday for Hollywood.

•

VINCENTE MINNELLI, director, will arrive in New York from the Coast on Saturday.

•

VENICE GRECULA, daughter of ERNEST GRECULA, operator of the State Theatre, Torrington, Conn., will be married there on Sept. 12 to WILLIAM ZAMPAGLIONE.

•

MONTGOMERY CLIFT has returned to New York from London.

•

RUTGERS NEILSON, of the Fred Astaire Dance Studios, has returned to New York from an Atlantic City vacation.

•

DANIEL W. DEBONEE, business agent of Local 84, IATSE, Hartford, has returned to his duties following surgery at St. Francis Hospital there.

•

ROBERT EVANS, who recently completed a starring role in JERRY WALD'S "The Best of Everything," has arrived in New York from Hollywood.

•

KATHARINE HEPBURN, who returned to New York from London last weekend, has left here for the Coast.

•

CHARLES SIMPSON, vice-president of Capital Releasing Corp., Atlanta, has left there for Knoxville, Tenn.

•

KARL WILLIAMS, manager of the Pitt Theatre, New Orleans, has returned there with his family from Tampa, Fla.

•

RICKIE LABOWITCH, secretary of the Cleveland Motion Picture Exhibitors Association, Cleveland, has left there for Buffalo.

•

ALLEN M. WIDEM, motion picture editor of the *Hartford Times*, leaves tomorrow on vacation until Sept. 8.

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House Group

(*Continued from page* 1)

non-export activities. But in an attempt to meet the Treasury part way, it did specify that the tax deferral would be available only to firms with some permanent establishment in the foreign countries involved.

Committee officials said their offhand opinion is that a film sales office or film exchange or other distribution facility in the foreign countries would qualify the company for the tax deferral, but that they couldn't be sure until the actual language is drafted, and this might be several months. Even then, they added, it might not be clear, and it might take lengthy discussions with Internal Revenue Service officials or even litigation to establish the point.

Original Bill Tightened

The committee provision represented a tightening of the original bill, sponsored by Rep. Boggs (D., La.) and endorsed by motion picture company officials. The Motion Picture Export Association had argued that film companies would be covered by the original Boggs bill but that language should be added specifically covering film royalties to make sure. This the committee did not do.

The committee also deleted, at the Treasury's insistence, another provision endorsed by the industry to tax all foreign income at 14 per centage points less than the going corporate tax rate. It approved most other provisions of the original Boggs bill, several of which were considered likely to aid the film industry along with other industries. One important provision would liberalize the foreign tax credits for companies operating in more than one foreign country.

Approval Unlikely This Year

Final formal committee approval won't come until all the amendments have been put in bill form. This probably won't be until January. The bill's backers see no rush for action now, since there is no possibility of Senate approval this year.

Curtiz to Direct 'Finn'

HOLLYWOOD, Aug. 19.—Michael Curtiz has been signed to direct the Samuel Goldwyn, Jr. "Adventures of Huckleberry Finn" for MGM, his first picture at that studio. The assignment reunites Goldwyn, and Curtis, associated last on "The Proud Rebel."

Set 'Circus' on Coast

Irwin Allen's production of "The Big Circus," previously set to open next Wednesday at the Golden Gate theatre in San Francisco, will open the same day at the Fox Oakland in Oakland and 18 other key houses in the Bay Area.

Plan to Reconvert Connecticut Theatre

Special to THE DAILY

HARTFORD, Aug. 19. — Preliminary plans to reconvert the 3,800-seat State Theatre, Connecticut's largest theatre and sole remaining combination motion picture-vaudeville situation, into a 5,000-seat auditorium, with possibilities for still further expansion, have been presented to city officials. Submitted by theatre owners-operators, Ted, Sam and Martin Harris, the plans have been referred to the Metropolitan Hartford Chamber of Commerce's urban development committee, headed by Gladden W. Baker. The Harris Brothers estimate conversion costs would run upwards of $500,000.

If approved, the project would replace the long-discussed Coliseum construction plan for downtown Hartford.

A.A. Will Film

(*Continued from page* 1)

who launched the fight against the Mafia in this country. The film will be one of the company's top budget productions for this year, Broidy said.

At the same time, he announced the signing of Richard Wilson, who directed "Al Capone," to both produce and direct "Pay or Die." Filming is scheduled to start in late October.

A.A. Dividend Declared

HOLLYWOOD, Aug. 19. — Announcement was made today by Steve Broidy, president of Allied Artists Pictures Corp., that at a meeting of executive committee of board of directors of the company held at the Hollywood home office yesterday, payment of the Sept. 15, 1959, quarterly dividend of 13¾ cents per share on the company's 5½ per cent preferred stock was authorized. Payment will be made to stockholders of record on September 3, 1959.

EDITORIA

(*Continued from page* 1)

tions and, since its formation, by American Congress of Exhibitor

The Federal consent decree Loew's Theatres, National The and Stanley Warner Theatres pro them from engaging in the distr tion of films. Industry legal opi holds that this would prevent three from participating in a post purchase-for-reissue plan. Obvio that would deprive the plan of financial support.

For these and other reasons, m in the industry are inclined to along with the Justice Departm view that nothing is likely to c of it.

Davies Off for Scotla

HOLLYWOOD, Aug. 19.—Scr writer Valentine Davies, who been asked to represent the U State Department at Edinburgh F Festival this month, left here to for New York enroute to Scotlan

Davies, who wrote the original st for MGM's "It Started with a Ki an Arcola production, will ret within four weeks.

Georgia Theatre Sold

ATLANTA, Ga., Aug. 19. — T Capital Theatre, Homerville, Ga., I been purchased by Mr. and M Benny Gene Leviton of Fargo, G from its former owner Mr. and M S. F. Summerlin. They have be operating the theatre since 1955.

180 'Kiss' Bookings

M-G-M's "It Started with a Ki will open in 180 engagements Labor Day, it was announced by Ja Byrne, vice-president and sales ma ager. Additional bookings are expect shortly.

WANTED

The best Executive Secretary for a High-Powered Executive

The Chief Executive of a large corporation in the TV Broadcast industry needs an executive secretary of top calibre. His requirements call for a mature and sophisticated young woman who possesses good skills. Broadcast or motion picture background is a must. She should be intelligent, a self-starter and a do-er, not dependent on others for action and not bound by the clock. For the proper person, the salary would be $6,000 to $8,000 per year, depending on ability and experience. Send complete details to BOX 820, MOTION PICTURE DAILY, 1270 6th Ave., N. Y. 20.

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tie Wayne to Make lm in Phillipines

From THE DAILY Bureau

HOLLYWOOD, Aug. 19. — "Who lk Alone," a novel by Perry Bur- s voted by the National Booksellers ociation as its choice of the year 1940 and currently in its 41st print- , has been acquired by Artie yne's independent company, Vi- y Productions. It will be filmed ely in the Philippines as a $4,000,- Technicolor production, he said.

anley Warner Meet

(*Continued from page* 1)

ing zone managers: Alex Halperin, cago; Moe A. Silver, Pittsburgh; ry Feinstein, New Haven; Charles Smakwitz, Newark; Frank J. nis, Philadelphia, and Pat R. No- , West Coast.

Home office executives include art H. Aarons, Miles H. Alben, nley Amster, James M. Brennan, D. Feldman, Gio Gagliardi, Harry dberg, Lester B. Isaac, Frank J. rnan, W. Frank Marshall, Michael htenstein, Ted Minsky, Bernard H. enzweig, Robert Schneider, rles J. Schnur, Louis Siegel, Fred gl and Jack Yellin.

Out of town executives are Saul gin and Marvin Samuelson, Pitts- gh; Harry Kaplowitz, New Haven; n McKenna, Newark; Hank Gold- , Philadelphia; Dan Triester, st Coast; Louis F. Ribnitzki, Wash- on.

Ad Men Convene

meeting of the zone advertising was held in Harry Goldberg's of- yesterday. They are also attending zone managers' meeting today. se in town are: Herb W. Wheeler, cago; Harry Mintz, Milwaukee; es M. Totman, New Haven; Ed- Goth, Newark; Frank LaFalce, shington; Everett C. Callow, Phil- lphia; Henry Burger, Pittsburgh.

vo Theatres Sold

MILWAUKEE, Aug. 19. — Two waukee neighborhood theatres, ntal and Tower, were sold at pub- sale here following foreclosure on taken by Delmar Securities p. of New York against Kent atres, Inc., Milwaukee. Delmar chased the theatres for about 2,000, approximately the amount on the mortgage and was the bidder. Delmar assumes the first tgage. Kerr continues to operate theatres on a temporary basis le negotiations are carried on.

ep 'Gimmick' Secret

HOLLYWOOD, Aug. 19.—Charles Block has completed negotiations Allied Artists to produce "The notic Eye," a suspense thriller an audience participation gim- k which will not be disclosed un- he picture is press previewed. The enplay will be filmed on closed Ben Schwalb will be the execu- producer on the film, screenplay which is being completely by Gitta William Read Woodfield. It is d on an original story by Bloch.

Ascap Membership Approves

(*Continued from page* 1)

comes up for a hearing on Oct. 19 before Chief Judge Sylvester Ryan of the 8th Southern District of New York.

Copies of Dean's remarks and explanations will be mailed by the Society to all of its members before the East Coast special meeting, which will be held here on Aug. 27.

In addition to Adams, who opened the meeting, ASCAP directors Ned Washington and Wolfie Gilbert, and Herman Finkelstein, ASCAP general attorney, and George Hoffman, comptroller, were in attendance.

The consent order is an amendment to ASCAP's 1959 decree and covers voting, distribution and survey procedures. The order was filed by Dept. of Justice and ASCAP attorneys with Judge Ryan, following which the date for the final hearings in mid-October was set.

Would Hit Top Earners

Changes in voting for ASCAP are designed to cut down the power of the Society's top earners, both publishers or writers. Whereas currently writers get one vote for each $20 earned and publishers one vote for each $500 the new order proposes that no writer or firm will have more than 100 votes.

Voting power of publishers and writers, under the new order, will be rated according to performance credits with a sliding scale adjusted to keep the top money earners from having too many ballots. Writers are to get one vote for each 1,000 credits up to 20,000 credits, one vote for each 2,000 credits up to 26,000 credits, and one vote each 3,000 credits up to 35,000 credits, etc. Publishers are to have a similar system with basic votes determined by each 4,000 credits up to 100,000 credits.

Affiliates of publisher members are to be considered as individual firms, but the order limits any increase in the votes of the top 10 firms in ASCAP to no more than 10 per cent of their votes when the order goes into effect.

Cumulative voting is rejected under the order but any group of writers is now entitled to cast 1/12th of all writer's votes to elect one candidate to the board. The same applies in publisher director elections.

Changes in payoff give writers and publishers the option of choosing a 100 per cent current performance base or a mixed base which continues the present availability and seniority factors. For publishers the 15 per cent seniority factor is eliminated on a gradual basis over the next five years, leaving their formula at 70 per cent for current performances and 30 per cent for availability or recognized works performance fund. Writers not electing to take the 100 per cent current performance formula will continue to get 20 per cent for current performance, 30 per cent for a five-year average, 30 per cent for availability and 20 per cent for seniority.

In regard to ASCAP's survey methods the new order provides that an independent outside agency appointed by the court and paid by ASCAP design a scientific sampling system to cover performances over radio, TV, wired music services and in night clubs and concert halls. This outside agency could also have the power to review the survey methods periodically.

Cinerama Acquires

(*Continued from page* 1)

in Africa in the hunting preserves at the base of Kilimanjaro.

Reeves promised to announce the title of the next production in Cinerama at a special stockholders meeting here two weeks ago. At that time he said Cinerama has potentialities for attractions other than travelogues and is capable of presenting "many facets of drama."

Stockholders were also told at the meeting that Cinerama, Inc. will turn out two pictures a year, all to be "big spectacles."

Distribution policy on films to be made for Cinerama, Inc. is not yet decided. Reeves said the company might seek four-wall lease arrangements or try to work out a deal with a theatre circuit or circuits.

Stanley-Warner, which produced the first five pictures in Cinerama, no longer has exclusive rights to use of the process.

'Tough' Here Sept. 16

"Cry Tough," a Canon Production for United Artists release, will open at the RKO Palace Theatre here on Sept. 16.

Selig Program Head

(*Continued from page* 1)

Show in Showmanship," and has been scheduled for the third day of the convention, Tuesday, Nov. 10. It will be devoted to business building and ticket selling.

Kerasotes announced he had appointed Myron N. Blank, president of Central States Theatres and chairman of the Great Plains States Business Building Council, himself, and Albert Floersheimer, director of public relations for TOA, as a committee to assist Selig in the planning and development of the day's program.

Selig said that invitations had been extended to leaders in the advertising, promotion and exploitation fields to participate in the program, and that names of speakers would be announced as rapidly as acceptances were received.

Selig was moderator last year for the business building portion of TOA's convention program at Miami.

TOA will devote other days at the convention to the product situation, to drive-ins, to improvement of projection as instituted through the Council for the Improvement of Theatres and Motion Picture Projection, and to concessions, Kerasotes said.

PEOPLE

Jack H. Levin, president and founder of Jack H. Levin Associates, yesterday observed the ninth anniversary of the company and a birthday of his own with an "open house" at his offices in the Paramount Bldg.

□

Robert Bothwell, with National Theatres for 22 years, the last four of them as managing director of the Fox Theatre, Detroit, a post he will leave around Sept. 1, was guest of honor at a farewell party held in the Circus Room beneath the Fox Theatre. NT has relinquished its lease on the house.

□

William Daniel, Texas attorney and civic leader, has been named production and public relations coordinator for "The Alamo," Batjac production for United Artists release. He will headquarter in Austin and Bracketville, Tex.

□

Barney Ross has returned to Kay Film Exchange, Atlanta, as head booker and office manager.

□

Ronnie Giesberg, assistant shipper for Paramount in Denver, is moving over to United Artists there to fill the same post, succeeding **Dominic Linza,** who has been moved up to head booker by UA.

'Circus' Gross $508,000

Irwin Allen's "The Big Circus," an Allied Artists release, grossed $508,000 during its first two weeks in the Los Angeles area, according to Harold Wirthwein, company's western division sales manager. During the first week, the film played in 38 houses, and in the second week in 32 houses, 28 of which were hold-over engagements.

AIP Readies Two

American International Pictures has placed a rush order for 300 prints of "Sign of the Gladiator" so that it will be available to exhibitors on a wide scale by mid-September. In addition, the company will have "Bucket of Blood" ready for the first of October.

Fashion Show Slated

ATLANTA, Aug. 19.—The Atlanta chapter of Women of the Motion Picture Industry will hold its annual Fall Fashion Show on Sept. 10 at the Georgian Terrace Hotel here.

V.C. Golf Tourney Set

PHILADELPHIA, Aug 19. — Variety Club, Tent No. 13, of this city will stage its annual golf tournament and dinner dance at the Green Valley Country Club on Sept. 13.

Paramount and Perlberg-Seaton hav
that ever put the accent on YOUTH

Also starring
BARRY COE with THOMAS GOMEZ • Produced by WILLIAM PERLBERG and GEORGE SEATON
Directed by WALTER LANG • Screenplay by JOHN MICHAEL HAYES • Based on a Play by SAMSON RAPHAELSON

ne FRESHEST, SEXIEST comedy
nd the zing in your BOXOFFICE!

CLARK GABLE

"I guess she's not for me . . . she's 23!"

CARROLL BAKER

Gable's back and "Baby Doll's" got him . . . almost!

LILLI PALMER

Smartest gal who ever layed a trap for the Old Master!

LEE J. COBB

A riot as a Cupid in a baggy suit!

It's sparked by the sparkling-est switch in an age!

BUT NOT FOR ME

— but definitely for Your Boxoffice!

ershwin wrote it . . . Ella Fitzgerald sings it! Only once in a blue, blue moon one like this! And this is one where Gable "acts his age." He doesn't get the girl — but how he gets those laughs! **CALL PARAMOUNT FAST!**

Television Today

Who's Where

Two promotions in the sales organization of Independent Television Corp. have been announced by **William Dubois**, director of operations and sales planning. **Philip Besser**, former program director, was named production coordinator, East, and **Herb Lazarus**, former sales planning manager, is now sales coordinator.

□

Don Tait, administrative head of 20th-Fox editorial department, has named **Diane Adler** as television commercial coordinator of Martin Manulis Productions for 20th-Fox Television. She formerly held a similar post at Ziv.

□

R. L. Raab, former television station account executive in Columbus, O., has joined the John L. Barcroft theatrical advertising and publicity organization there.

'Target for 3' First For 'Playhouse 90'

"Target for Three," a drama about the rise and fall of a South American dictator, will be the first "Playhouse 90" presentation of the 1959-1960 season, Thursday, Oct. 1 (9:30-11:00 P.M., EDT), on the CBS Television Network. "Alas Babylon," originally announced as the premiere offering of "Playhouse 90's" fourth season, will be presented later in the year.

"Target for Three" was written by David Davidson, and John Houseman will produce.

Robert Stevens will direct, and the cast will be announced shortly.

More light + slower burn= lower costs

NATIONAL TRADE MARK

PROJECTOR CARBONS

CBS Has Exclusive on TV Winter Olympics

CBS News has been awarded the exclusive television rights for the 1960 Winter Olympics and will produce a series of programs on these contests for the CBS Television Network, it was announced by Sig Mickelson, vice-president of Columbia Broadcasting System and general manager of CBS News.

A simultaneous announcement was made in San Francisco by the Organizing Committee for the 8th Olympic Winter Games.

Live and on Tape

The contract calls for a minimum of ten hours of broadcasts from Squaw Valley, Cal., scene of the ten - day schedule of games. Coverage will be live and on tape. Current plans call for an opening program from 5:00 to 6:00 P.M., EST, on Feb. 18, featuring highlights of the inaugural ceremonies.

On June 9, CBS News was granted exclusive North American rights for television coverage of the 1960 summer Olympics, to be held in Rome.

Rosalind Russell Signs For 'Wonderful World'

Rosalind Russell has been signed for "The Wonderful World of Entertainment" Tuesday, Oct. 6 (9:30-10:30 P.M., EDT), the first of the Ford series of colorcast specials to be presented weekly over the NBC Television Network. Miss Russell will appear as the audience's guide as "The Wonderful World of Entertainment" unfolds, according to an announcement by Hubbell Robinson, executive producer.

Eddie Hodges, youthful star of the Broadway hit, "The Music Man," and currently featured in the film, "Hole in the Head," has also been signed to appear in the Oct. 6 Ford special. Additional stars for the series' premiere will be announced shortly. The production will be staged and choreographed by Bob Fosse, written by Howard Teichman and directed by Kirk Browning.

Freedom Foundation Awards Goes to CBS

The CBS Television Network was named the recipient of a Freedoms Foundation award for its program, "Government and the Democratic Process," televised as part of "The Great Challenge" series.

The George Washington Honor Medal Award was presented by Dr. Kenneth D. Wells, president and trustee of Freedoms Foundation, Valley Forge, Pa. The award was accepted by James T. Aubrey, Jr., executive vice-president of the CBS Television Network, on behalf of the network.

Frankovich to Meet

(*Continued from page* 1)

overseas production plans with Samuel J. Briskin, Columbia's vice-president in charge of studio operations, and vice-president B. B. Kahane.

Frankovich will meet with Columbia home office executives, before returning to his London headquarters over the weekend.

Lewis Signs Basie

HOLLYWOOD, Aug. 19. — Producer-star Jerry Lewis has signed Count Basie and his orchestra for "Cinderfella," the comedian's spoof on a fairy tale that will start filming at Paramount in October. Basie currently is appearing at the Flamingo in Las Vegas.

Frank Tashlin will direct "Cinderfella" from his own screenplay. Ed Wynn and Judith Anderson previously were announced for important roles in the comedy.

Dual Role for Previn

Andre Previn has been set by M-G-M for the dual assignment of scoring both "Bells Are Ringing" and "The Subterraneans." In the latter, he also appears in his first role as an actor. "Bells Are Ringing," starring Judy Holliday and Dean Martin, goes before the cameras late next month with Vincente Minnelli directing the Arthur Freed Production for MGM release.

'Trust' Mee

(*Continued from page* 1)

Theatres, Kingsport, Tenn. and City, Va. Both concerns operat dependent theatres and each suit a million dollars in damages the Sherman and Clayton anti acts.

Defendants include the majo tributing companies along with Sul Theatres, Inc. Kingsport, W Kincey Service Corp., Crescent Nu-Strand Corp.

Action thus far in the "pre- hearings has been to determine n for introduction of evidence for sides of the case. The court will line means and procedures to plify methods of handling exhib the litigation.

Various tabulations and accou to gross figures and profits on run motion pictures will be en but may be questioned by the fense. Speculation on a consen cree has proved wrong. Each wi on its own with separate trials b the court and a jury. While the will be tried separately the trial" arrangements will hold tru both cases when they are calle fore a jury, according to court

'Libel' for October

M-G-M's "Libel," starring Bogarde and Olivia de Havilland been set for national release in tober.

NEWS

ALL the news that IS news

That is what MOTION PICTURE DAILY gives its readers every day of issue . . . *Its masthead proclaims this as a cornerstone of policy—*

All the news that IS news *concise and to the point*

. . . and the columns of MOTION PICTURE DAILY so perform—to the praise and the preference of busy executives throughout the industry.

THE news—accurately, concisely reported . . . physically arranged for easy finding, quick reading—to these distinctions MOTION PICTURE DAILY is proudly committed, for continuance of leadership.

QP

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 86, NO. 37 NEW YORK, U.S.A., FRIDAY, AUGUST 21, 1959 TEN CENTS

nancial Report

'ara. Earnings t $2,493,000 or Six Months

otal Income for Period timated at $5,260,000

'aramount Pietures had consolidat- net earnings from operations esti- ed at $2,493,000 for the first six nths of 1959, was an- nced yester- by Barney aban, presi- t. Total net ome for the iod was $5,- ,000, includ- $2,767,000 cial income, present- principally fit on dispos- of invest- nts.

Barney Balaban

Comparative earnings for the same iod in 1958 are: from operations, 565,000; special income of $7,707,-

(*Continued on page 2*)

eston Appointed UA ssistant Ad Manager

obert Weston has been named as stant advertising manager of ted Artists, it was announced yes- lay by Roger H. Lewis, UA vice- ident in charge of advertising, licity and exploitation. Weston

(*Continued on page 4*)

edit U.S.-Soviet Pact r Film Export Rise

From THE DAILY Bureau

VASHINGTON, Aug. 20. — Ex- s of motion picture film to the iet Union amounted to $106,284 he second quarter of 1959, the merce Department has reported. is the first time in years that film ments to Russia have reached any able amount, and presumably re- the Soviet-American film pact.

TELEVISION TODAY—page 4

'Spartacus' Cost Didn't Scare Univ.; More Bryna Pictures Being Discussed

(Pieture on Page 3)

Kirk Douglas' Bryna Prods. is discussing "several" more picture deals with Universal to follow the multi-million dollar "Spartacus," now nearing completion.

Douglas, lunching with trade press representatives at 21 Club here yesterday, described the recent experience with Universal as a happy one despite circumstances which increased an originally estimated production budget of $4,000,000 to $5,000,000 to double that after production was underway.

The actor-producer spoke warmly

(*Continued on page 3*)

Col. Subsidiary Formed To Operate Stations

Formation of a new subsidiary by Columbia Pictures to operate its recently acquired television and radio stations in Salt Lake City was announced yesterday by A. Schneider, Columbia president. The subsidiary will be known as Columbia Pictures Electronics Co., Inc.

The National Broadcasting Company affiliates in Salt Lake City, television station KTVT and radio stations KDYL-AM & FM, were acquired by Columbia last month from

(*Continued on page 4*)

Senate Vote Hits Taxing Of Out-of-State Firms

From THE DAILY Bureau

WASHINGTON, Aug. 20. — The Senate today passed a watered-down version of a bill to restrict state taxation of out-of-state companies.

The bill is aimed at overturning in part the effect of recent Supreme Court decisions. However, the Senate-approved bill is less broad in its relief than the version approved by the Senate Finance Committee.

As passed by the Senate, the bill

(*Continued on page 2*)

India Theatre Unit Gets Projection Council Data

Details of the operation of the Council for the Improvement of Theatres and Motion Picture Projection have been sent to the Theatre Owners Association of Bombay, India, by Theatre Owners of America,

(*Continued on page 2*)

See Trial Next Year For 2 Anti-Trust Suits

Special to THE DAILY

KNOXVILLE, Aug. 20.—U.S. District Judge Robert L. Taylor today expressed hope that the two one-million-dollar motion picture anti-trust suits filed here will be placed on the court docket by December. This

(*Continued on page 2*)

Summer Theatre Attendance Called Best in Decade; Continuance Seen

Special to THE DAILY

RIDLEY PARK, Pa., Aug. 20.—The motion picture industry is presently enjoying its most successful summer in a decade with optimistic spring forecasts realized by a record breaking attendance week, according to a report issued by Sindlinger & Company here today.

The report said four nationwide attendance peaks were reached during the week ending Aug. 1 as follows:

Total movie attendance was higher than it has been in over a decade.

Adult paid attendance was higher than it has been since 1948.

Drive-in attendance, spurred by warm weather and the publie's desire for relaxed outdoor comfort, set a new record.

More people considered seeing a movie than ever before, and of those who considered, approximately one-third actually bought tickets.

Sindlinger's staff pointed out that the attendance boom may continue beyond the summer as there are more frequent moviegoers (people who attend more than once a month) now than at any time during the past five years. This indicates that more people are ehoosing film fare on a regular basis, giving some solid footing to

(*Continued on page 2*)

For Two Days

Fox National Sales Meeting Set Aug. 26

1st Since Local Autonomy System Put in Operation

The first 20th Century-Fox national sales meeting since the organization began its local autonomy system of operation will be held here Aug. 26 and 27, it was announced yesterday by Alex Harrison, general sales manager.

Alex Harrison

The meeting will also mark for the first time since the program's inception a joint meeting of the company's branch managers and the

(*Continued on page 2*)

ACE-MPAA Group Meets On Small Theatre Aid

The American Congress of exhibitors-Motion Picture Association subcommittee on aid to small theatres held its first meeting here yesterday at the MPAA board room. It is scheduled to make its report to the main

(*Continued on page 3*)

Three WB Films in Row Booked at Music Hall

Three Warner Bros.' releases will be presented in sueeessive engagements at Radio City Musie Hall immediately after the run of the eurrent tenant, "North by Northwest." First will be "The FBI Story," followed by "A Summer Place" and "The Miracle."

Announcement of the triple booking was made jointly yesterday by Russell V. Downing, president of the theatre, and Benj. Kalmenson, executive viee-president of Warner Bros.

PERSONAL MENTION

FRED NILES, president of Fred A. Niles Productions, Chicago, will return to the Windy City on Sept. 1 from Europe.

•

SUZY PARKER will leave New York at the weekend for Europe, where she will tour key cities in connection with the opening of 20th Century-Fox's "The Best of Everything."

•

HONEY SANDERS, actress and vocalist, returned to New York yesterday following a seven-week tour of Europe.

•

CLAIRE BLOOM, currently starred Warner Brothers' "Look Back in Anger," has returned to New York from Paris on her way back to Hollywood.

•

WILLIAM K. JENKINS, president of Georgia Theatres, is recuperating at his home in Hendersonville, N. C., following hospitalization.

First Division Society To See 'Crimson' Today

Special to THE DAILY

ROCHESTER, N. Y., Aug. 20.—Samuel Fuller, producer-director-writer of "The Crimson Kimono," will stage the first public showing of the Columbia release at the national reunion of the Society of the First Division here tomorrow. Fuller, who participated in the D-Day invasion as a member of the First Division, will be the keynote speaker at the reunion banquet Saturday night.

Columbia Pictures has assigned a field exploitation man to work with publicity representatives of the Society of the First Division to obtain maximum coverage of the reunion and the screening of "The Crimson Kimono." Columbia is also making arrangements to work with other chapters of the First Division throughout the country on mutually beneficial promotional projects, including local playdates of "The Crimson Kimono."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
CARY GRANT EVA MARIE SAINT JAMES MASON
in ALFRED HITCHCOCK'S
"NORTH BY NORTHWEST"
An M-G-M Picture in VistaVision • Technicolor®
and GALA NEW STAGE SPECTACLE "SUMMER FESTIVAL"

Fox Meeting

(*Continued from page* 1)

regional advertising publicity managers. Local autonomy was decided upon earlier this year under the plan developed by 20th president Spyros P. Skouras.

Under discussion at the meetings, which will be held at the 20th Century-Fox home office Little Theatre, will be plans for forthcoming product, as well as reports on progress of the local autonomy set-up.

Pictures to be discussed will be "The Blue Angel," "The Man Who Understood Women," "The Oregon Trail," "The Best of Everything," "Journey to the Center of the Earth," "Hound Dog Man," "Five Gates to Hell," "Dog of Flanders" and "Beloved Infidel."

Sees Sales Policies Furthered

Harrison declared that the meeting would serve to further implement the sales policies devised under the autonomy set-up as well as to acquaint the managers with merchandising campaigns which have been designed for every situation.

See Trial Next Year

(*Continued from page* 1)

would mean a trial early next year, according to court aides.

Pre-trial conference hearings on the two industry lawsuits were concluded yesterday. Action was initiated against the majors and several regional film distributing companies by New Amusement, Inc., of Knoxville, and Taylor Bros. Theatres of Kingsport, Tenn., and Gate City, Va.

Tentative procedures for handling evidence in the two cases were heard by Judge Taylor. No court ruling was made after conclusion of the pre-trial hearing. The lawsuits will be tried independent of each other. Each seeks one million dollars in damages under alleged violations of the Sherman and Clayton anti-trust acts.

Senate Vote

(*Continued from page* 1)

declares that a state cannot tax an out-of-state firm if its only activity in the state is to have salesmen come in from outside the state and solicit orders for filling by shipment from outside the state. The Senate eliminated a provision which would also have barred state taxes if an out-of-state firm had only a sales office in the state; as passed, a sales office would make the firm subject to taxation.

The House judiciary committee has approved a similar bill which backers hope to get through the House before adjournment.

The Senate bill also sets up a special study commission to study this problem and overlapping state and Federal taxes generally.

Reich on World Tour For AIP Conferences

William Reich, foreign sales manager for American International Pictures will leave on Saturday for a two-month world tour on company business. Paris will be his first stop, after which he will attend the Venice Film Festival. He then goes to Rome to conclude negotiations for an AIP co-production deal.

Reich will visit Tokyo next where he will conclude the first deal for the release of two AIP productions in Japan and also negotiate AIP's possible first venture into co-production in Japan with Toho Films.

After setting up an AIP franchise in Sydney, Australia, he will head back for the States, returning here in early October.

'Porgy' Opening in Philadelphia Oct. 7

Special to THE DAILY

PHILADELPHIA, Aug. 20.—"Porgy and Bess" has been set to open locally at William Coldman's Goldman Theatre on Oct. 7, playing three shows a day on a reserved seat policy.

Harry Freedman, former advertising and publicity director for Fox, has been engaged to handle the publicity and promotion for the local engagement.

Summer Attendance

(*Continued from page* 1)

the summer attendance rise, the report added.

During the week ending Aug. 1 the Sindlinger report showed that 82.3-million Americans entered a movie theatre or drive-in. Paid adult (12 years and older) attendance was 68.8-million persons. Both are the highest figures reported by Sindlinger since the company began measuring motion picture activity in 1948.

Of the total attendance figure, 30.2-million, or 36.7 per cent, were at four-wall theatres while 52.1-million, or 63.3 per cent were at drive-ins. Drive-in attendance currently is the highest ever reported by Sindlinger.

Future Availability Stressed

One important factor in the film industry's rejuvenation," according to Sindlinger, is the future availability of current films. Leading films have drawn well during first runs, and will receive even wider distribution during the coming months. These include "Anatomy of a Murder," "North by Northwest," "Hole in the Head," "The Nun's Story," "South Pacific," "The Horse Soldiers," "Darby O'Gill and the Little People," "Hercules," "Say One for Me" and "This Earth Is Mine." In addition, "Imitation of Life," "Sleeping Beauty," "Some Like It Hot" and "The Shaggy Dog," although released some time ago, continue to enjoy immense popularity.

Para. Earnin

(*Continued from page* 1)

000; and total net income $10,272,000.

Net earnings from operations fo second quarter of 1959 are estim at $1,175,000. Total net income $1,615,000, including $440,000 sp income representing profit on liqu tion of foreign investment. This c pares with earnings from oper for the same period in 1958 of $1 000; special income of $760,000, total net income of $1,920,000.

At July 4, 1959, shares outstan were 1,714,116 as compared to 1,8 216 on June 28, 1958.

India Theatre Unit

(*Continued from page* 1)

George G. Kerasotes, TOA presid reported. Kerasotes said he forwar a complete blueprint of the Co cil's organization and program to Doraiswamy, secretary of the Inc unit. Doraiswamy had written for tails, explaining his Association interested in forming a similar Co cil.

This is the second internatio query on the Council's progr About a month ago the British F Producers Association wrote to K sotes to coordinate its program w the Council's. The British group seeking improvement in the qua of sound projection.

Doraiswamy was particularly terested in the free technical serv provided under the Council's progr and Kerasotes explained that the operating Council members — TE MA, TEDA, IATSE, SMPTE, Al Service, RCA Service, Lorraine C bon and National Carbon — w volunteering their services for t good of the industry, and in order help raise the level of projecti among the nation's theatres.

Kerasotes reported the Council continuing to receive inquiries fr theatres for technical service, a that the requests are being imm diately forwarded to equipment a supply dealers certified by TEDA a TESMA as cooperating with the pr gram.

'Kiss' in Capitol Recor

"It Started With a Kiss" open here Wednesday to the best busine of any M-G-M release at the Capit Theatre in the last two years. T picture grossed close to $5,000 f the opening day.

New 'North' Mark Her

M-G-M's "North by Northwest grossing $195,661 in its second we after a $208,395 opening week, h set a 14-day non-holiday record f Radio City Music Hall.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fec Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hol wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mot Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-31 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagh Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secc class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of Marcb 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

npo Ad Emphasizes Summer Business

der the caption, "More Poeple ovies—More Movie Reader In- ," the 106th in the series of o ads in *Editor & Publisher*, will appear tomorrow features ntage of newspaper clippings ng to the upturn in summer attendance.

re are some of the headlines n: *New York Times*: "Film At- nce Continues to Rise, Figures Audiences at Level Above That "; *Boston Sunday Globe*, "At- nce at Films Increasing Since Winter, Movie Theatre Owners Smiling Once More: Business g Up"; *Wall Street Journal*, ie Business Up in June for 4th n in Row; Better Films Cited"; he following trade paper head- "General Upswing in S.C., In Cities and Towns"; "New Or- Theatres Enjoy Business Boom"; "Cleveland Business Continues g; Holdovers Prevail."

e tag line, as usual, is the indus- ogan, "Get More Out of Life o Out to a Movie."

hman, Katz to Make n American Tour

Rothman, United Artists' for- lepartment executive, and Alfred foreign division manager, will an extensive tour of the com- s offices in Central and South ica during the next six weeks, g on Sunday for Mexico City. itinerary includes Mexico, Cuba, na, Colombia, Peru, Chile, Ar- na, Uruguay, Brazil, Trinidad, zuela and Puerto Rico.

gether they will hold conferences UA managers and representa- and outline the company's pro- n campaigns on upcoming prod- n addition, they will give added us to UA's international 40th ersary sales drive, currently in econd six-month phase of the st.

mango' Hits High

e Hal Roach release, "Tamango," ng Curt Jurgens and Dorothy ridge, grossed a big $7,303 at the heatre, Detroit, on its American ere opening day Wednesday. ompany said it was the biggest ng day of a Hal Roach release its inception.

p Signs Pakula

LLYWOOD, Aug. 20. — Jack Paramount studio head, today nced the signing of a non-ex- e contract with Alan Pakula to p and produce an unnamed rty for the studio, in line with nount's expansion program.

rdan for 'Montmatre'

LLYWOOD, Aug. 20. — Louis an today was signed to star ite Lana Turner in "Streets of martre" which Douglas Sirk will ce and direct for Allied Artists.

BIG PLANS FOR "SPARTACUS" are outlined by Kirk Douglas at a luncheon at "21" Club here yesterday. With him are Charles Simonelli (left), Eastern advertising and publicity department manager of Universal Pictures, and Stanley Margulies, advertising-publicity director for Bryna Productions.

Bryna, 'U' Talk More Films

(*Continued from page* 1)

of Universal president Milton Rackmil's equanimity under the strains of the escalating production cost.

"At one time," Douglas said, "he even expressed concern that Bryna's profits from the picture might be inadequate. That was the first time I've ever had a distributor worrying that I might not make enough on a picture."

With $2,000,000 in talent costs in "Spartacus," Douglas said the final production cost will run about $10,000,000. Some battle scenes still remain to be shot in Spain. Prints, advertising and distribution costs remain to be reckoned.

Will Confer With Officials

Douglas is here to confer with Henry H. Martin, Universal sales manager; Charles Simonelli, Eastern advertising-publicity director, and other home office officials on premiere and promotion plans for the picture. Made in 70mm., all that's certain now is that it will open, starting sometime around next Easter, in theatres equipped with the wide film projectors and multi-channel sound systems.

Some four-wall deals for such theatres are under consideration.

It has not been decided yet whether the roadshowings will include an intermission. Douglas said he is trying to keep the film as short as possible but, naturally, does not know what its final running time will be.

Stresses the Spectacular

The Bryna head goes along with production thinking that spectacle and bigness—things that can't be reproduced on television—are essential in picture-making today. However, he adds that such things must be inherent in the story being filmed—they cannot be successfully added for their own sakes.

"The biggest spectacle doesn't guarantee the best picture," he commented. "And just putting more of everything into a picture doesn't result in a blockbuster. If you proceed on that basis, producers would soon be bragging about whose intermission is the longest. You can't lose sight of the fact that the public isn't interested in the cost of a picture. It will, above all, want to be entertained."

Tells 'Why Hollywood'

Asked why in today's concentration on authentic locales regardless of distances, his picture of Roman gladiators had been made in Hollywood, Douglas asked, "Why go to Rome to make a story that took place in 271 B.C.? We would have to build sets there."

He observed that it is not necessarily cheaper, either, to produce abroad. "What you can gain in one area you can lose in another. I feel that our high quality standards in America offset what might be gained in sheer economics abroad."

Palace in Philadelphia On New 1st-Run Policy

Special to THE DAILY

PHILADELPHIA, Aug. 20.—Stanley Warner's Palace Theatre, center-city house long featuring product of lesser note, has served notice on all the center-city exhibitors that it will be in the bidding for major first-run product. The circuit management has denied reports that the contemplated first-run policy for the Palace was due to the fact that the chain's Stanley, major house, will close late in September for extensive renovations.

Circuit officials claim the decision to convert the Palace to first-run was because fall bookings of several long-run, hard ticket attractions may leave many other features without an opening house. The Stanley, officials said, will have completed renovations within six months.

PEOPLE

Jack Benny—and his violin—with all proceeds going to the Symphony Funds, will appear as guest soloist at three charity concerts this fall. The first will be on Nov. 10 with the St. Louis Symphony; the second on Nov. 13 with the Detroit Symphony Orchestra, and the third on Nov. 15 with the Rochester Symphony Orchestra.

□

Jack Vaughn, composer, has been elected to membership in the American Society of Composers, Authors and Publishers, as has **Jerry Bilik**, composer and arranger, and **Louis A. Carter**, composer and pianist.

□

Harry Belafonte, most recently starred in United Artists' "Odds Against Tomorrow," will appear on television Sunday as a guest on "Youth Wants to Know" over WNEW-TV at 8:30 P.M.

ACE-MPAA Group

(*Continued from page* 1)

ACE-MPAA conference committee in the same meeting place next Tuesday.

As in the case of other subcommittee meetings held in the past few weeks, there was no official statement on the degree of progress, if any, that may have been made by the group on aid to small theatres. On the subcommittee are, for ACE, Horace Adams and Irving Dollinger of Allied States and George Kerasotes of Theatre Owners of America, and for MPAA, Arthur Krim and Robert Benjamin of United Artists, and Abe Montague of Columbia.

Other ACE-MPAA subcommittees which met earlier and will report to the main committee next Tuesday also, are one on increasing production and one on industry advertising. In addition, the Compo research committee also will make a report to the main committee.

Alfred Perry Signed

HOLLYWOOD, Aug. 20. — The signing of veteran distributor Alfred W. Perry to handle the Canadian release of Benedict E. Bogeaus' "Jet Over the Atlantic," was announced today by J. R. Grainger, president of Inter Continent Releasing Organization. Negotiations were begun during Grainger's recent business trip to Toronto. The film will be distributed through Perry's Inter-World Theatrical Distribution Corporation, Ltd., which has offices in Toronto.

'Denim' Big in Boston

BOSTON, Aug. 20. — Twentieth Century-Fox's "Blue Denim" opened at the Memorial Theatre here to a $2,881 gross, topping such 20th hits as "Rally Round the Flag, Boys!," "Inn of the Sixth Happiness" which played Christmas Day and "The Young Lions."

National Pre-Selling

MAY BRITT, the star of 20th-Fox's "The Blue Angel," peers beguilingly from the cover of "Life's" Aug. 16 issue. And is initiated into the lofty realm of stardom with a cover story in the same issue. The story focusses on the personal life of May (but pronounce it My) as well as her career.

•

"They Came to Cordura," starring Gary Cooper, Rita Hayworth, Van Heflin and Tab Hunter, is reviewed in the October issue of "True Story's" Goes To The Movies Dept.

According to the reviewer of this Columbia film "All the glamorous personalities of this star-filled east get down to the business of good acting in a remarkable film combining powerful action with stark revelation of human nature."

•

Bob Evans made his acting debut playing the Irving Thalberg part in "Man of A Thousand Faces." Now he has written his story for the Aug. 15 issue of "The Saturday Evening Post." He tells how quite by accident Norma Shearer overheard him making a business phone call, and suggested that he portray Thalberg. His next film was "The Sun Also Rises," in which he played the part of the matador.

He has an important role in the recently completed Jerry Wald production, "The Best of Everything." This 20th-Fox film was made in New York starring Suzy Parker. A location photo of Bob Evans, Suzy Parker and Jerry Wald appears on the lead page of the article.

•

Walt Disney's production, "Darby O'Gill and the Little People," which features live people in assorted sizes is reviewed by Florence Somers in the August "Redbook." According to "Redbook" the story is as Irish as can be, with little people doing their best to harry and outwit their full-size countrymen. Children will be fascinated by little people and their tricks.

•

The 35 Radio City Music Hall Rockettes appear on a full color spread in the August "Vogue." These girls—whose legs are admired by many millions of Music Hall patrons each year—are each wearing different color stockings, all in attractive pastel shades.

•

"The Five Pennies," according to "Coronet's" August issue, "doesn't short change moviegoers. It carries Danny Kaye a step further into serious acting, but retains his mad cap comedy antics."

The film is based on the real-life story of "Red" Nichols, a famous band leader of the '20 and his "Five Pennies." He abandoned his band to care for his polio-stricken daughter until she could walk again.

WALTER HAAS

Weston Named

(*Continued from page 1*)

will work under the supervision of advertising manager Joseph Gould.

Weston comes to UA from Donahue and Coe, where he was an assistant account executive on the Columbia Pictures account. Prior to that he was employed as a copywriter, Columbia Pictures.

Robert Weston

A graduate of Fordham University and Peekskill Military Academy, Weston served for two years with the United States Army, seeing duty in Korea as a first lieutenant.

Columbia Subsidiary

(*Continued from page 1*)

TLF Broadcasters, a wholly-owned subsidiary of Time, Inc.

Schneider said that Norman Louvau, who was named vice-president and general manager, will serve as administrative head of the subsidiary.

Louvau represented Columbia in negotiations for the transfer of ownership of the Salt Lake City stations. Before joining Columbia in April of this year, Louvau served for 12 years with KRON-TV, the NBC affiliate in San Francisco.

Other officers of Columbia Pictures Electronics Co. will be A. Schneider, president; Leo Jaffe, first vice-president; Nathan Cohn, John Mitchell, and Jerome Hyams, vice-presidents; Burton Hanft, treasurer; and Russell Karp, secretary.

The board of directors will consist of Schneider, Jaffe, A. Montague, Louis J. Barbano, Mitchell, Hyams, Hanft, Cohn and Paul N. Lazarus, Jr.

Edgar Smith Dies

ST. PETERSBURG, Fla., Aug. 20—Edgar F. Smith, 48, manager of the St. Petersburg Florida State Theatres and formerly in charge of the chain's theatres in Tampa and Lakeland, died at his home here. The deceased is survived by his widow, a brother and a sister.

Mrs. Lena Blackman, 87

Funeral services were held Wednesday for Mrs. Lena Blackman, mother of Max B. Blackman, former Warner Bros. real estate executive. Mrs. Blackman, who was 87 years old, died Tuesday at Flower Fifth Avenue Hospital here. Burial was at Knollwood Park Cemetery, Brooklyn.

CDI Acquires Two

Two French films, "Montparnasse 19" and "The Ransom of Red Chief," have been acquired by Continental Distributing, Inc., for release in the United States, it was announced by Irving Wormser, president of the company.

Television Today

All Segments of TV Industry Joi In Promotion Campaign for Mor

From THE DAILY Bureau

WASHINGTON, Aug. 20.—All segments of the television industry—facturer, broadcaster, and dealer—have joined forces with the Electro dustries Association in stimulating national interest in the month-long tion campaign now underway which points to better-than-ever television fare.

The slogan for the Aug. 15 through Sept. 15 nationwide campaign, "Coming—The Finest Shows Of All on TV This Fall," has been recognized by the National Association of Broadcasters and adopted by the National Community Television Association, both of which have undertaken extensive campaigns of their own to promote this theme.

EIA executive vice-president James D Seerest said the nation's TV dealers, broadcasters and community antenna operators have responded dramatically to the EIA-sponsored campaign. He said the window and in-store displays are generating great interest in new TV receivers and should stimulate store traffic throughout the month-long campaign.

Member Stations Contacted

NAB has sent to each of its over 300 member television stations and all TV networks a detailed outline of the EIA promotion including a sample poster now being displayed by some 40,000 TV dealers throughout the country. In addition, a memorandum from Thad Brown, NAB vice-president for television, calls attention to what these dealers are doing to promote the industry.

Brown said: "The poster has been furnished by EIA and is a sample of the kind of material and slogan TV dealers will be featuring in the EIA's fall campaign this year. By promoting set sales through promotion of the medium itself, it can benefit all segments of the industry."

NCTA Alerts Subscribers

The NCTA has alerted its community antenna system members in some 42 states through special mailings including the EIA banners, advertising slugs and promotion copy worked up by EIA. Local newspaper ads are now appearing in these smaller communities, which, of necessity, must rely on community antenna systems for their TV fare, and dealers are featuring window display signs that TV programs are better than ever, EIA was told.

NAB believes that the EI9 promotion and eampaign will supplement its National Television Week, Nov. 15-21, which will use the theme "Television—In Foeus With Modern America," and which is co-sponsored by the Television Bureau of Advertising. EIA and NAB also believe that the two eampaigns will provide a eontinuing promotion throughout the entire television season.

Who's Whe

The appointment of **Jam O'Rourke,** effective Aug. 31, as count executive in the Chicag of CBS Films Inc. was annou **John F. Howell,** CBS Film president and general sales m O'Rourke will report to **Henry lespie,** manager of CBS Film cago office. For the past four O'Rourke has been an account tive for WGN-TV in Chicago to joining WGN-TV, he wa ciated with the Crosley Corp

□

John J. Cassin, Jr., has be pointed WABC-TV account exe it was announced by **James E.** general sales manager of the Cassin joins WABC-TV afte years of service as account ex for WRCA-TV. For over two previous to this, he was emplo radio station WAAB, Wo Mass., as account executive.

□

The appointment of **Gera Wolfe** as sales promotion resea sistant for CBS Films, Inc. w nounced by **Eugene Moss,** CBS Sales' promotion manager. joined CBS in January, 1959, member of the office services ment.

Three ABC Progra To Plug WB Pictu

"Yellowstone Kelly," Warner film starring Clint Walker, Edd and John Russell, will be re weekly television plugs on three nation's most popular ABC-TV "Cheyenne," "77 Sunset Strip "Lawman."

The TV plugs result from th that Walker stars in "Chey Byrnes stars as "Kookie" in "77 set Strip" and Russell stars in man." All three television pro are produced by Warner Bros.

Nelson, Smith on R

Comie Lou Nelson and singe Smith will headline the "Am Jewish Caravan of Stars" over station WMGM on Sunday at 12 according to produeer-direetor S Rubinstein. "Caravan," the lon ning WMGM radio show, wil feature a playlet, "The Wisest in Town," whieh stars Allan man.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

86, NO. 38 NEW YORK, U.S.A., MONDAY, AUGUST 24, 1959 TEN CENTS

in CinemaScope

ox Slates 9 or Release o Year End

o Each for Sept., Oct., .; Three Set for Dec.

entieth Century-Fox will release CinemaScope productions be- the first of September and the of January, it was announced at veekend.

st of the array will be "The Blue l," starring Curt Jurgens, May and Theodore Bikel. The film bow at the Paramount Theatre on Sept. 4. Following this will The Oregon Trail," in which Fred Murray, Nina Shipman, Gloria ott and Henry Hull star.

pening the October lineup will be Best of Everything," which stars Crawford, Hope Lange, Stephen

(*Continued on page 2*)

rt Work on 'Boy' Gold Medal Today

oduction of "Pretty Boy Floyd," ing John Ericson, will begin to- at the Gold Medal Studios here. roe Sachson and Herbert Leder co-partners of Le Sac Productions, h is making the picture.

e film will be directed by Leder, also wrote the script, and pro- d by Sachson. "Pretty Boy Floyd" be released through Continental ributing, Inc.

me Council to Aid m, TV Commission

From THE DAILY Bureau

OLLYWOOD, Aug. 23.—Forma- of an advisory council of promi- film industry and civic leaders ssist the Hollywood Motion Pic- and Television Museum Commis- was announced at the commis- s regular meeting by chairman Lesser.

mong those already accepting in-

(*Continued on page 4*)

EVISION TODAY—page 5

Cary Grant, U-I Make New Deal for 'Grass'

From THE DAILY Bureau

HOLLYWOOD, Aug. 23. — Cary Grant and Edward Muhl, Universal-International vice-president in charge of production, over the weekend completed negotiations for Grant and Stanley Donen to make their forthcoming "The Grass Is Greener" in collaboration with Universal, which also will release the picture. Deborah Kerr will star with Grant in the film, based on the current London stage hit, which will be made by Granstan

(*Continued on page 2*)

Earl Hudson Is Dead; Was Official of ABC

From THE DAILY Bureau

LOS ANGELES, Aug. 23. — Earl J. Hudson, 67, vice-president of the American Broadcasting Co., a subsidiary of American Broadcasting-Paramount Theatres, Inc., and until De-

(*Continued on page 4*)

Acquire Drive-In at Toledo; Will Remodel

Special to THE DAILY

TOLEDO, O., Aug. 23.—The Theatre Operating Co., owners of the Miracle Mile Drive-In theatre here, have now acquired the Toledo Drive-In and plan to remodel it extensively. The drive-in is also to be renamed the Franklin Park Auto Theatre.

Theatre Operating is headed by Al Boudouris and Fred C. Lentz is general manager. Toledo city manager is Jim Dempsey and the new drive-in will be managed by Noel Hill. The company already has five other drive-ins in Ohio, as well as the Miracle.

Australian Industry Studies TV Move

Special to THE DAILY

SYDNEY, Australia, Aug. 19 (By Air Mail).—Motion picture industry executives are reported to be considering making application for the third commercial television license when it becomes available in Sydney.

Behind the planning is the theory that "if you can't lick 'em, join 'em." The film industry has been hard hit by the advent of TV here, which has developed into a strong source of competition much more rapidly than in other countries. TV is blamed directly for the closing of a large number of theatres recently.

Film Costumers Will Honor Samuel Goldwyn

From THE DAILY Bureau

HOLLYWOOD, Aug. 23. — Samuel Goldwyn will be the recipient of the 1959 annual producer's award to be presented by the Motion Picture Costumers at their Adam 'n Eve Ball, Sept. 26, in the International Ballroom of the Beverly Hilton. Approximately 1,000 men and women of the costuming profession voted unanimously to cite Goldwyn for his past activities and present version of "Porgy and Bess."

The citation, made public by Elmer Ellsworth, business representative of the Costumers reads as follows:

"A leader when the film industry was an infant in 1913, and still setting a legendary production pace as he prepares for his seventieth motion

(*Continued on page 2*)

Australian Exhibitors Seeking Legislation To Halt Practice of Saturation Openings

By FRANK O'CONNELL

SYDNEY, Australia, Aug. 19 (By Air Mail)—Independent exhibitors in New South Wales have approached the Government seeking legislation against the policy of saturation film release as it is now practiced.

Most of the major distributors now open their pictures day and date in city and suburbs. As many as 12 suburbs can receive a picture in the first week of city release with another 11 getting it the following week. Independent exhibitors do not ordinarily get the picture until six weeks after this.

The latter claim the public has already forgotten all about the picture by that time since it has been shown so widely in the suburbs as well as cities. So they hope the government will do something about it.

In Ontario

Loew's, Odeon May Join in Telemeter Test

Fitzgibbons Sees Progress; Says Others Interested

Special to THE DAILY

TORONTO, Aug. 23. — Loew's Theatres and Odeon Theatres of Canada are among exhibitor interests here which are expected to participate in the Famous Players Canadian Telemeter operation in the Toronto suburb of Etobicoke in December, it was confirmed on Friday.

J. J. Fitzgibbons

Asked about the report of the two circuits' interest in the coming tryout, John J. Fitzgibbons, FPC president,

(*Continued on page 5*)

FPC May Get Minority Toronto TV Interest

Special to THE DAILY

TORONTO, Aug. 23. — There is a possibility that Famous Players Canadian may acquire a minority interest in Toronto's open television channel, John J. Fitzgibbons, FPC president, concedes.

However, he denied widely circulated reports that FPC had applied to take over the channel alone.

"Obviously," he said, "it is not

(*Continued on page 5*)

OK Loew Circuit Stock For 4 More Exchanges

From THE DAILY Bureau

WASHINGTON, Aug. 23. — The Securities and Exchange Commission on Friday granted unlisted trading privileges for the Loew's Theatres, Inc., common stock on the Boston, Detroit, Pacific Coast, and Philadelphia-Baltimore stock exchanges.

PERSONAL MENTION

HENRY H. MARTIN, Universal Pictures general sales manager, and AMERICO ABOAF, foreign general manager, returned to New York over the weekend from Rome, Madrid and Paris.

•

JOHN WOOLF, chairman of Romulus Films, Ltd., London, and JAMES WOOLF, a director, will arrive in New York from Britain today via B.O.A.C.

•

VICTOR HOARE, managing director of Lion International Films, arrived here from Mexico City over the weekend en route back to London.

•

CHESTER F. CASANAVE, executive vice-president of the Fred Astaire Dance Studios, will return to New York today from Hollywood.

•

HARRY FOSTER, producer-director of Columbia's "Musical Travelark" series, left here over the weekend to shoot his newest short subject, "Wonders of Ontario."

•

LEE REMICK will leave New York at the end of the month for Venice.

•

HOPE LANGE will arrive in New York on Wednesday from Hollywood en route to Europe for a tour of key cities there in connection with 20th Century-Fox's "The Best of Everything."

•

SYDNEY BOX, British producer, arrived in New York from London on Saturday via B.O.A.C.

Felix Carroll Dies

GREAT BARRINGTON, Mass., Aug. 23.—Funeral services will be held here tomorrow at 10 A.M. for Felix Carroll, who died on Friday. He was the brother of Frank Carroll, of the 20th Century-Fox sales department in New York.

The Buzz that Builds Biz!

MR. HOLLYWOOD MOVIE BEE TRAILER

Contact your local NATIONAL SCREEN SERVICE EXCHANGE

Fox Slates 9

(*Continued from page* 1)

Boyd, Suzy Parker, Martha Hyer, Brian Aherne, Robert Evans and Louis Jourdan. Also due for that month is "Five Gates to Hell," starring Patricia Owens, Dolores Michaels and Neville Brand.

"Hound Dog Man" will be the first November entry, starring Carol Lynley, Fabian, Betty Field and Stuart Whitman. An adaptation of the Jules Verne classic, "Journey to the Center of the Earth," is also due in the same month. Pat Boone, James Mason, Arlene Dahl and Diane Baker have the starring roles.

'Dog of Flanders' in December

"Dog of Flanders," starring David Ladd and Theodore Bikel will be ready for December release. Also "Beloved Infidel," Sheilah Graham's autobiaographical story of the last days of F. Scott Fitzgerald. It will star Deborah Kerr, Gregory Peck and Eddie Albert.

"Condemned Patrol" in Regalscope will be the last release of the year. It stars John Lupton and Ziva Rodann.

Cary Grant—U-I

(*Continued from page* 1)

Productions and produced and directed by Donen. Shooting is planned for early next year in London.

The deal between Grant and U-I for "The Grass Is Greener," marks the star's second release under the Universal banner. The first was "Operation Petticoat," which was made at U-I by his Granart Company and stars Tony Curtis with Grant.

Plan Fire Check-Up

PHILADELPHIA, Aug. 23. — A "top-to-bottom" fire safety inspection of Philadelphia's 125 licensed motion picture and "live" theatres has been ordered to determine if they comply with the Fire Code. Barnet Lieberman, commissioner of licenses and inspections said staff specialists would make a 13-point check of auditoriums, stage areas and projection booths. He said that emergency exits would receive special attention. Backstage and understage areas also will be checked. Curtains also will be tested for flameproofing.

Extend L. A. Festival

HOLLYWOOD, Aug. 23.—The Los Angeles Nisei Week Feestival, normally held from Aug. 15 to Aug. 23, has been extended several extra days in order for Columbia to screen Samuel Fuller's "The Crimson Kimono" in Little Tokyo as part of the festivities. Order for the extension was issued by Kiyomi Takata, chairman of the Festival committee. Columbia plans a press preview of Fuller's initial Globe Enterprises production on Thursday.

Competing Publishers Meet on 'Ben-Hur' Books

Four leading paperback publishers got together here with M-G-M last week to discuss joint promotion plans for the new editions of "Ben-Hur" which they have each recently published. Representatives of Pocket Books, Dell, Signet and Bantam Books met with advertising-publicity executives of M-G-M and Loew's Theatres.

A total of 13 leading American publishers, including the four paperback houses, will turn out new editions of "Ben-Hur" between now and the premiere at Loew's State late this fall. Each of the paperback publishers has an initial press run of 250,000 copies.

Attending the meetings were Oscar Doob, Emery Austin and Bernie Serlin, representing M-G-M; Jim Shanahan, representing Loew's Theatres; Oscar Dystel and Tim Horan of Bantam; Walter B. J. Mitchell from Dell; Judy Ostreich of Pocket Books; and Jay Tower from Signet.

Uptown Boston Is Now Without 1st-Run House

Special to THE DAILY

BOSTON, Aug. 23. — The sale of Loew's State Theatre to the Roman Catholic Archdiocese of Boston late last week leaves the section of uptown Boston in which the house is located without a first-run operation. A few months ago the Fenway Theatre also on Massachusetts Ave., closed its doors. Negotiations are now underway for sale of the property to interests outside the industry.

Announcement to the purchase of the State property was made by His Eminence Richard Cardinal Cushing. The new owners will use the theatre section as a meeting hall for showing special religious films, starting Oct. 1 with "The Fifteen Mysteries of the Rosary" for the first formal showing on this continent.

'Portrait' Director Set

HOLLYWOOD, Aug. 23.—Michael Gordon has been signed by Edward Muhl, Universal-International vice-president in charge of production, to direct the studio's forthcoming Lana Turner starrer, "Portrait in Black," screen adaptation of the Broadway play by Ivan Goff and Ben Roberts, to be produced by Ross Hunter.

Decca Signs Hudson

Rock Hudson has been signed by Decca Records to record two songs from "Pillow Talk," Universal-Arwin feature in which the actor is starred with Doris Day. The songs are "Pillow Talk," the film's title tune, and "Roly Poly," which in the picture Hudson and Miss Day sing together in a bar-room scene.

Cite Goldwy

(*Continued from page* 1)

picture . . . he rightfully dese the title of 'The World's Most ored Producer.' We of the Mo Picture Costumers are pleased to the occasion to add to his laurels not only for past achievements, also for his present screen versio the great American classic, 'Porgy Bess.' Congratulations, Mr. Gold for your high quality of endeavo

M-G-M producer Arthur Fr who received last year's honors, present the award to Goldwyn. will be assisted by Glenn Ford Spring Byington, who will pre the fig leaf awards to the actor actress yet to be selected for skill and artistry with which wear costumes.

Annual event is staged to funds for the welfare fund of costumers.

Ad Proclaims 50th A M-G-M Street in 'Tim

M-G-M placed a special ad in *New York Times* yesterday calling tention to its present dominance the 50th Street area. The ad, brac ed by the drawing of a street li proclaimed, "Fiftieth Street Is M-G-M Street."

Five Pictures Cited

The ad then listed the five M-G films that are playing there: "It St ed With a Kiss," at the Capitol; " Scapegoat" at the Guild; "North Northwest" at the Music Hall; " the First Time" at the Roxy; and, a few blocks away on 57th Stre "Gigi," at the Sutton.

Belafonte on Tour

Harry Belafonte, star of United A ists' "Odds Against Tomorrow," gins an intensive program of pron tion activities for the film today. arrived here last night from Washi tong, D. C., following a cross-coun singing tour, during which he a plugged the film. Belafonte will ma a series of top network TV appe ances and will be interviewed o key web and local radio outlets. Nev paper, syndicate and magazine int views with leading bylines are also his itinerary.

RCA Names Thompso

Appointment by the Radio Corpo tion of America of J. Walter Thom son Company as its advertising age cy, effective Jan. 1, 1960, f television, radio and "Victrola" phon graph and tape recorder products, well as institutional and corporate st advertising, was announced by R. Coffin, vice-president, RCA adverti ing and sales promotion.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fec Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Holl wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Moti Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-310 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagh Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

1201

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

1 OA032 DEA957

DE LLB034 NL PD=DETROIT MICH 19=
=ARTHUR SACHSON, HAL ROACH DISTRIBUTION CORP=
1560 BROADWAY NYK=

=AMERICAN PREMIERE OF TAMANGO OPENED WEDNESDAY AT THE FOX THEATRE DETROIT MICHIGAN TO A SENSATIONAL 7303 THIS IS THE BIGGEST NON HOLIDAY OPENING SINCE PEYTON PLACE REVIEWS IN THE DETROIT NEWS DETROIT TIMES AND DETROIT FREE PRESS ARE UNIFORMLY EXCELLENT CONGRATULATIONS ON A PIECE OF MERCHANDISE THAT WILL ROLL UP TOP BOX OFFICE GROSSES KINDEST PERSONAL REGARDS=

BOB BOTHWELL MANAGING DIRECTOR FOX DETROIT

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

DOROTHY
DANDRIDGE
CURT
JURGENS

LOVE AND ADVENTURE AS **BOLD** AND **DARING** AS THE **CASTING!**

*The story they said could **never** be filmed!*

TAMANGO

CINEMASCOPE
IN COLOR BY MOVIELAB.

JEAN SERVAIS · ROGER HANIN · and introducing ALEX CRESSAN · directed by JOHN BERRY · a VITALITE Presentation

HAL ROACH RELEASE • 1560 BROADWAY, N. Y. 36, N. Y. • JUdson 6-7800

ONTACT YOUR LOCAL HAL ROACH OFFICE FOR ADDITIONAL INFORMATION

PEOPLE

Austin J. Gould, manager of film manufacturing for Eastman Kodak Co., Rochester, N. Y., has been elected a vice-president of the company. In his new capacity he will be concerned with the planning and coordination of Kodak manufacturing activities in the field of sensitized materials. He also will act as liaison between that division of the company and the Kodak general management.

□

William J. Coury has been named manager of the three Wilby-Kincey theatres in Knoxville, Tenn. A veteran of 30 years in theatre management, he has exchanged jobs with **Milton Newsome,** who has taken over as director of the circuit's two houses in Columbus, Ga., a post formerly occupied by **Coury.**

□

Dave Lustig, Columbia Pictures exploitation man, making the Atlanta office of the company his temporary headquarters, has set campaigns in the area for "Anatomy of a Murder," "Have Rocket, Will Travel," "H-Man," and "Middle of the Night."

□

Dean Morris has been added to the booking department staff of Paramount Pictures in Atlanta.

Earl Hudson Dies on Coast

(*Continued from page* 1)

cember, 1958, in charge of the ABC western division, died shortly after 2 P.M. Friday at Mt. Sinai Hospital here. A native of Elgin, Ill., born May 11, 1892, Hudson graduated from Elgin Academy and entered the newspaper field shortly thereafter as a reporter for *Elgin Daily News.* Later he moved to Chicago where he worked for the *Chicago City News* and Associated Press.

Hudson entered show business in the publicity department of Universal Film Manufacturing Co., later becoming national director of publicity and public relations for that company.

Was Official of First National

In 1920, Hudson joined the publicity department of First National Pictures, and soon after was named executive assistant to general manager of that organization. In 1922, he was appointed general manager of production for First National and moved to Hollywood. He remained with this company until 1928, at which time he joined MGM as a producer.

In 1930, Hudson became vice-president and general manager of the Angus Co., which owned and published various trade and class magazines, one of which was *Motion Picture News,* which was later incorporated into *Motion Picture Herald.*

In 1954, he became director of publicity for United Detroit Theatres and subsequently became president of that organization, holding that position until the merger of United Paramount Theatres, Inc., and American Broadcasting Co. in February, 1953.

Hudson is survived by his widow, Mrs. Lena Margaret Hudson, who resides in Beverly Hills; three daughters, Mrs. Margaret Staelin of Toledo; Mrs. Dorothy Washburn of Lake Luke, N. C.; and Mrs. Pearl Sheldrick, Asheville, N. C., and 11 grandchildren.

Funeral services will be conducted tomorrow at 1:00 P.M. at Pierce Bros. Mortuary, 417 No. Maple Drive, Beverly Hills. Interment will follow at Hollywood Memorial Park Mausoleum, Hollywood. The family requests contributions be made to United Cerebral Palsy Association in lieu of flowers.

Name Council to Aid

(*Continued from page* 1)

vitations to serve on the council are: Buddy Adler, Desi Arnaz, Charles Belden, Edward O. Blackburn, Charles Boren, Samuel J. Briskin Daken K. Broadhead, Steve Broidy, Frank Capra, Alfred P. Chamie, Ralph Clare, Charles Detoy, Walt Disney, William Dozier, Irene Dunne, Louis Edelman, Y. Frank Freeman, Claire Grimes, Alan Livingston, Harold Lloyd, Adrian McCalman, Edward Muhl, George Murphy, Otto Olesen, Dick Powell, Ronald Reagan, Sol Siegel, Harry Sugarman, C. E. Toberman, Maurice Unger and Richard Walsh.

A special press council composed of Hollywood correspondents has also been formed, according to Lesser. Early acceptances to this group include: Hedda Hopper, Harold Hubbard, Jack Lait, Jr., Louella Parsons, Edwin Schallert, Philip Scheuer, Jimmy Starr, W. R. Wilkerson and Dick Williams.

Other business at the meeting included a report by Lesser and Ab England, location committee chairman, on possible sites for the museum. The possibility of the museum becoming the nucleus of a multi-million dollar development in the center of Hollywood was reported.

'Ben-Hur' Unit Set

Loew's State Theatre here has established a special sales promotion unit on "Ben-Hur" with Jack Payton and Ruth Furst engaged in group selling to fraternal, social, industrial, educational and business organizations. The M-G-M production will open sometime in November.

Presley Film Rolling

Hal Wallis' "G.I. Blues," to star Elvis Presley, has started preliminary filming in Frankfurt, Germany. However, Presley will not work in any scenes until after his discharge from the Army next spring. The Paramount picture is a story with songs about American soldiers in Germany.

Four Contests Prom 'It Started with a K

Four simultaneous contests creating added publicity for M "It Started With A Kiss," no the Capitol Theatre here.

Disc jockey Al Collins, o WINS 6:00 A.M. to 10:00 A.M. show, has invited his listeners to in their lip imprint on a pos The ten lips that "give him the gest thrill," will receive guest t to the Capitol Theatre, a hearted contest in keeping wit humor of the film.

Radio Station WNTA, on the Sugar Show" each night, has listeners to guess a special tele number from which Debbie nolds will make a call to New The one who comes closest t actual number will win the call the star.

In a tie-up with the Spanish papers of the city, the Capitol tre is looking for a Gustavo double, and the results have excellent as the mail pours int theatre. The contest has also promoted in the regular daily papers.

In the ten days before the opened, the Capitol Theatre st a "Lips Identification Contest" cr by MGM. A huge poster shows lips of twelve famous stars. The lic is asked to guess their identi win free tickets. The display ha tracted throngs of curious pot customers.

WB 'Yellowstone Ke Is Off to Good Start

Warner Bros.' "Yellowstone K starring Clint Walker, Edd B and John Russell, has registered grosses in its initial openings, the pany reported. It opened at Strand Theatre in Wildwood, N with a gross of $10,950 in the first days of its engagement, and an ticipated $15,000 gross for the w

At the Paramount Theatre in falo, the picture in its first four grossed $9,866, with an anticip $14,000 week. At the Stanley T tre, Pittsburgh, the picture is hea for an $11,000 gross for the week. lowing the Stanley Theatre eng ment, the film has been booked to a 19-theatre multiple-run in the P burgh metropolitan area, begin Sept. 2.

'Disciple' Bests 'Tabl

United Artists' "The Devil's ciple" racked up big opening grosses of $6,481 at the Astor T tre and $1,592 at the Trans-Lux mandie here. The receipts top grosses achieved at these the opening day by "Separate Tabl also a UA release.

Mirisch Signs Martin

HOLLYWOOD, Aug. 23. — D Martin has been signed by the Mir Company to star in its forthcom production "633 Squadron" wh will be produced and directed by J Sturges for United Artists releas

BUSY?

Then you appreciate

MOTION PICTURE DAILY's policy of

All the News that Is News . . .

Concise and to the Point

with jealous concern for its reputation of

JOURNALISTIC RESPONSIBILITY.

)ew's, Odeon

(*Continued from page* 1)

J. Fitzgibbons, FPC president, hat both "have expressed a wish n with us and I have every rea- o believe they will do so."

confirmed also that other exhi- in this vicinity have evinced st in participating and said he that some of them will do so.

ew's has two Toronto theatres; n, nine, and FPC, 17.

zgibbons said it is too early to ge details of the arrangements will permit the participation of le theatres, inasmuch as no such ments have been concluded yet. mably, however, it would be on same basis as that for an FPC re.

reported "good progress" is made in the preparations for Telemeter start, remarking that are ahead of schedule.

he engineering and plotting work been completed, and all that re- s to be done is the stringing of s. We will pull the switch some in December, with 1,500 sets ed up. This is the culmination years of study and planning."

tzgibbons said distributors are erating and there have been "no als" by any of those contacted ate to join in making their films able.

w films will comprise a major of the programming which, ex- for the occasional outside at- ions in sports, live theatre or con- hall, will be the same as that e seen in the theatres.

elemeter simply will add another office to the theatre," Fitzgibbons rked.

itual Earnings Show se for Six Months

levision operations of Metro- an Broadcasting Corp., which ved a loss a year ago, now have eved a substantial profit, accord- to John W. Kluge, president. As sult MBC earnings rose sharply ng the first half of 1959, he said. or the six months ended July 5, company reported profits of 04,252, or 65 cents a share, up 1 $306,194, or 20 cents a share, the first half of 1958. No Federal me taxes are due owing to tax carry-forward. Future earnings be subject to taxation.

letropolitan, which owns and op- es television stations in New York Washington, D. C., and radio sta- s in New York and Cleveland, rted revenues of $8,074,896 for first six months, up from $6,774,- a year ago.

oraleers to Entertain

he Choraleers, singing group cur- ly appearing on stage at Radio Music Hall, will entertain at es Ewing Hospital in Manhattan, mass birthday party for patients ly. The between-shows concert will conducted by Ralph Hunter, Music l choral director. Jack MacMahon, ember of the chorus, arranged the

Television Today

NBC to Preview Fall Program Sept. 2 With 75-Minute Closed-Circuit Show

The NBC Television Network will preview its new Fall program lineup in a 75-minute color closed-circuit presentation to 181 of its affiliates throughout the country on Wednesday, Sept. 2, it was announced by Walter D. Scott, executive vice-president, NBC Television Network. Robert W. Sarnoff, chairman of the board of NBC; and Robert E. Kintner, president of NBC, will take part in the program.

Perry Cross will produce both the New York and Hollywood segments of the special telecast, which is the third annual program preview to be presented for members of the press, NBC-TV affiliates, advertising agency executives and civic leaders around the country.

More than 30 top NBC-TV personalities will take part in the color-cast, which will feature Dave Garroway as narrator in an informal presentation of the various segments of the new NBC-TV Fall schedule.

Special Parties Planned

Special parties based on NBC's "totality" theme are being planned around the telecast by NBC-TV affiliates, many of which will kick off their Fall promotion of the new season with the closed circuit.

This year's presentation will be sent to a record number of affiliates, and because of its broad area of coverage is being color taped in advance. It will originate from the Ziegfeld Theatre in New York and the NBC-TV color studios in Burbank, Calif.

Last year's preview was seen by an audience of more than 10,000 agency and press representatives and affiliate personnel.

This year's closed circuit will present considerable special material and songs, comedy sketches and several surprises. An original ballet has been choreographed by Matt Mattox based on the theme, "Totality," and will be danced to special music composed by Harry Sosnik. Songwriters Sammy Cahn and Jimmy Van Heusen have written a special number titled "Something Special." One of the highlights of the preview will be a special color montage depicting the elaborate range of color programs scheduled by NBC-TV for the Fall.

Headliners to Participate

Taking part in the closed circuit this year will be Dinah Shore, who will unveil new plans for her Sunday night series; Milton Berle, who will spotlight the Sunday night specials, and Jack Paar will host a portion of the show that will spotlight NBC-TV's new line-up for Saturday nights.

Gene Kelly, Donald O'Connor and Carol Lawrence will be seen in a preview of "The Gene Kelly Show," and Henry Fonda will talk about the new NBC-TV Western series in which he stars, "The Deputy." Jimmy Durante, who will star in two specials next season, will sing during the telecast.

'Sword and Quill' Set As Adv. Council Story

"The Sword and the Quill," a special 30-minute program explaining the aims and accomplishments of The Advertising Council, will be presented on the CBS Television Network Sunday, Sept. 27 (5:30-6:00 P.M., EDT), it was announced by John F. Lynch, director of public affairs for CBS News.

Schools Drive Theme

The special program, which is being produced for the CBS Television Network by the Public Affairs Department of CBS News, will tell the story of The Advertising Council by following one of its most successful campaigns—the drive for better schools. The industry-wide, behind-the-scenes public service organizations was formed at the time of Pearl Harbor and its first objectives were to provide information and build public morale to help the war effort. Since the war, the Council, which uses all communication media, has been involved in helping hundreds of other public service projects.

'Dennis Menace' Bows Oct. 4 Over CBS-TV

"Denis the Menace," the new weekly comedy series bringing to life the escapades of the famed cartoon character created by Hank Ketcham, will make its television debut Sunday, Oct. 4, at 7:30 P.M., NYT. Six-year-old Jay North, selected for the role following a six-month search, will play the title role. His parents will be played by Herbert Anderson and Gloria Henry. Also featured are Gil Smith as Dennis' little friend, Joey, and Joseph Kearns as Mr. Wilson, the next door neighbor.

James Fonda is producing the situation comedy for Screen Gems.

Heads Georgia Ass'n.

ATLANTA, Ga., Aug. 23. — Elmo Ellis, WSB, Atlanta, was elected president of the Georgia Associated Press Broadcasters Assn. Ellis, who has served as vice-president, succeeds Ralph Edwards, WWGS, Tifton, Ga. Frank Floyd, WMLT, Dublin, Ga., was named vice-president.

FPC May Get

(*Continued from page* 1)

possible for us under the law to do anything of the kind."

He reminded that a foreign controlled corporation such as FPC is prevented by law from applying on its own for a Canadian TV channel. However, it can join with others in such an acquisition providing its interest is limited to less than 25 per cent.

Won't Identify Associates

"That we may do," he said, but declined, when questioned, to disclose the identity of those with whom it might be associated.

FPC is controlled by Paramount Pictures. The Canadian company now owns three Canadian TV stations, which were acquired before the present restrictions became effective.

Build New Commercial Studio in Atlanta

Special to THE DAILY

ATLANTA, Ga., Aug. 23. — A new motion picture studio is being built here by Frank Willard Productions, makers of business, industrial and television motion pictures.

A 40x40 foot sound stage, with attendant editing rooms, sound control, screening room and offices will be located on the Northeast Expressway, ten minutes from downtown Atlanta. Willard Productions has been in business since 1952, and the new building will be the third expansion of quarters in that time.

Many Prominent Clients

Past clients have included Delta Air Lines, South Bell Telephone Co., The State of Georgia, among others in the industrial and business film field, and numerous local and regional television commercial film clients.

Ives, Sands, Arness To Join Red Skelton

"The Red Skelton Chevy Special," starring Red Skelton, Burl Ives, Tommy Sands and special guest James Arness, will be presented in color, Friday, Oct. 9 (9:00-10:00 P.M., EDT) on the CBS Television Network. Sponsor for the hour-long music and comedy program is the Chevrolet Motor Division of General Motors Corp, represented by Campbell-Ewald, Inc.

Cecil Barker is the producer and Seymour Berns will direct "The Red Skelton Chevy Special," which will feature Skelton in several of the comedy roles he has made famous during his career. David Rose will be the musical conductor and arranger.

let's talk it over...

To start a man talking you've got to arouse his interest. Nothing stimulates audience interest like Coming Attraction Trailers. TRAILERS MAKE 'EM TALK IT OVER...THEY CREATE MORE WORD OF MOUTH THAN ANY OTHER MEDIUM!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

. 86, NO. 39 NEW YORK, U.S.A., TUESDAY, AUGUST 25, 1959 TEN CENTS

d Meeting

CE and MPA esume Meets ere Today

Make Interim Reports, Future Procedures

ıe second meeting of the Motion ıre Association's exhibitor rela- committee and the American gress of Exhibitors executive com- ee will be held here today. The reports of the working subcom- ees will be submitted at the meet-

ıbcommittees reporting are those id to small theatres, increased pro- ion and industry advertising. In tion, the Compo committee on arch will make a report.

dvance indications are that the rts will be of an interim nature. ile some parts may be in shape e acted upon, the subcommittees e had only a minimum of time in ch to survey their fields of in- st.

hey are expected to recommend her study of most of the major

(*Continued on page* 2)

liff' Reid, Producer, ead in Hollywood

From THE DAILY Bureau

IOLLYWOOD, Aug. 24. — George ford ("Cliff") Reid, prominent ducer of the 1930s, died at the Mo- Picture Home here early Satur- following a lengthy illness.

leid was producer of many of the s which John Ford directed, in- ding "The Informer" and "The t Patrol." He was a producer at RKO Radio studios for a number

(*Continued on page* 2)

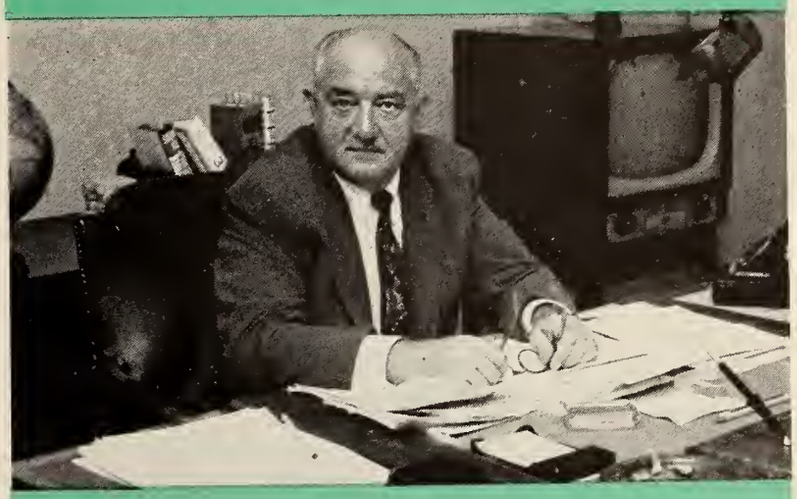
erakos Heads New onn. Drive-In Ass'n

Special to THE DAILY

HARTFORD, Aug. 24. — Sperie rakos, general manager, Perakos eatre Associates, has been named ıd of a temporary slate of officers a newly-formed statewide organ- tion of drive-in theatremen, to be

(*Continued on page* 19)

Salute to Edmund Reek



EDITOR OF MOVIETONEWS MARKS 40TH ANNIVERSARY

by DAN DOHERTY and JAMES D. IVERS

THIS month, two weeks ago today to be exact, Edmund Reek, vice-president and producer of Movietonews, Inc., completed 40 years of service with the newsreel subsidiary of Twentieth Century-Fox and its predecessor company Fox Film Corp. They were four exciting decades for the newsreel, the motion picture industry and the world—the roaring Twenties, the

(*Continued on page* 6)

Theatres Reopen in Ohio Small Towns

Special to THE DAILY

CLEVELAND, Aug. 24.—The upsurge in theatre attendance in larger towns is arousing the confidence of small town exhibitors to reopen their houses, and for newcomers to take over long shuttered houses.

Opening in late August and early September are the Attica, Attica, O., owned and operated by Jack Gutilla; Harbor, Ashtabula Harbor, owned and operated by the Fresch family; Ritz, Struthers, to be opened Sept. 4 by Dan Farmer; Lyric, Fairport Harbor, leased to H. Ritari, and the Shoreway, Point Place (Toledo), which H. J. Oth is to operate.

To Honor Reek at Dinner Here Tomorrow

Edmund Reek, vice-president and producer of Movietonews, Inc., will be honored for his 40 years of service in the industry at a dinner to be held at the Walorf Astoria Hotel tomorrow night. Numerous friends and associates of the veteran newsreel executive will attend the affair, which will get underway at 6 P.M. with cocktails in the Basildon Room. Dinner will follow in the Jade Room at 7:30.

Jack Gordon of Movietone News is chairman of the dinner committee. Toastmaster will be Joe Wills, Movietone commentator and script writer.

Among those who will attend are

(*Continued on page* 19)

Marcus' Story

Blue-Print for Successful B-B Plan Detailed

Produced Results in Wis. Theatres Where Tested

Details of the workings of area business- building activities throughout his Wisconsin circuit were described to a meeting of Compo officials, exhibitors and advertising executives at the Hotel Astor here yesterday by Ben Marcus, a member of the Compo triumvirate.

Marcus advocates that the most successful of the projects be incorporated in an industry campaign which would be made available to interested exhibitors everywhere.

He hopes to interest the American Congress of Exhibitors in getting behind a business-building program which might have the assistance of industry advertising - publicity officials also, probably through the Motion Picture Association's advertising-publicity directors committee.

Marcus reported substantial in-

(*Continued on page* 2)

Cardinal's Editorial on Pa. Censor Bill Studied

Special to THE DAILY

PHILADELPHIA, Aug. 24. — The motion picture industry was studying today a page-one editorial in the *Catholic Standard and Times*, Philadelphia archdiocese newspaper, signed by John Cardinal O'Hara, C.S.C. in which he advocates support of a state censorship bill against obscene films. The bill is pending before the State House of Representatives.

The editorial was entitled "Label It

(*Continued on page* 2)

Technicolor Net Sales Reported $12,213,000

Consolidated net sales of Technicolor, Inc., and its subsidiaries for the first six four-week periods of 1959, ending June 13, were $12,213,000, it was announced yesterday by Dr. Herbert T. Kalmus, president and general manager. This compares with consoli-

(*Continued on page* 19)

PERSONAL MENTION

SPYROS P. SKOURAS, president of Twentieth Century-Fox, and JOSEPH H. MOSKOWITZ, vice-president and eastern studio representative, will return here from the coast today following studio conferences with BUDDY ADLER, executive in charge of production.

•

JAMES R. VELDE, United Artists vice-president in charge of domestic sales, and SIDNEY COOPER, Central and Southern division manager, left here yesterday for Atlanta, where tomorrow and Thursday they will meet with heads of the Southern branches.

•

JOE HYAMS, Batjac Productions director of advertising-publicity, will leave New York today for Brackettville, Tex.

•

FRED GOLDBERG, United Artists national director of advertising-publicity, has returned to his duties here following a brief vacation.

•

MANNY REINER, executive vice-president of Galaxy Attractions, Inc., left New York yesterday for Venice to attend the film festival there.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
CARY GRANT EVA MARIE SAINT JAMES MASON
in ALFRED HITCHCOCK'S
"NORTH BY NORTHWEST"
An M-G-M Picture in VistaVision • Technicolor®
and GALA NEW STAGE SPECTACLE "SUMMER FESTIVAL"

ON THE BEACH . .
Nothing In The World Beats the Berkeley!
Mid-week or week-end, it's always a good time to come to
THE Berkeley-Carteret HOTEL Asbury Park
ONE HOUR FROM NEW YORK BY TURNPIKE & PARKWAY
In New York City, call WOrth 2-4018

For 40 Years A Tradition Of Service
For over 40 Years Service and Quality has been Our Tradition.
Showmen all over America know they will get the best when they order
FILMACK SPECIAL TRAILERS
NEW YORK 630 Ninth Avenue
1327 S. Wabash Ave., Chicago 5, Ill.

B-B Plan Set

(*Continued from page 1*)

creases in business at his theatres in which area business-building campaigns on radio, television and other media were conducted for selected pictures. He cited his experience as an example of what can be done through planning and extra effort, whether in first runs or subsequents.

A clean, inviting theatre, good service, reasonable prices and only quality items at concessions stands are essentials to back up the good picture and the special selling efforts devoted to it, Marcus made it clear.

Marcus will hold a press conference today to further discuss his proposals.

Cardinal's Editorial

(*Continued from page 1*)

Poison and Lock It Up!" The cardinal said, "There is now a chance in Pennsylvania to stand up and be counted under the banner of 'common decency'."

The cardinal pointed out that the bill "meets objections leveled in the latest decision of the U.S. Supreme Court against a censorship law" and said that Pennsylvania authorities therefore would be empowered to take action against public exhibitions of obscene films.

The editorial continued: "We still have protection against poison, and heavy penalties are laid on those who fail to label poison for what it is and/or who are remiss in their duty to guard it against unwarranted handling and use.

"We have this protection in common with animals. What we ask now is something proper to man: the right for the State to label moral poison and lock it up. Our Nation needs the moral fibre and the courage of youth, guided by common decency.

"The issue involved is moral, not political. Furthermore, although this appeal is made in the name of the natural law and its tenet of common decency, I add a word to Catholics to remind them of their obligation to conform their conduct to the Ten Commandments and to use the sacraments and prayer as the most powerful aids to keep the Commandments.

"If you stand for what is right, ask for the bill as it stands—without amendments, lest these be manipulated to destroy the legislation and defeat its purpose.

"Put the label on moral poison and lock it up!"

Mrs. Dumestre Dies

ATLANTA, Ga., Aug. 24. — Mrs. Clara Dumestre, widow of the late Jack Dumestre, who was owner of the Southeastern Theatre Equipment, was killed when a trailer truck crashed into her automobile.

ACE Committeemen to Hear Skouras' Report

Members of the executive committee of the American Congress of Exhibitors have been invited by Spyros Skouras, president of 20th Century-Fox, to join company presidents, domestic and foreign sales heads, and advertising - publicity directors at a dinner at 21 Club here tonight at which Skouras will report on his recent stay in Moscow.

The ACE committeemen are here for their second top level meeting with the Motion Picture Association's exhibitor relations committee, which will be held today.

No Loew's Decision On Telemeter: Picker

"There is nothing definite at this time," was the comment yesterday of Eugene Picker, Loew's Theatres president, on the disclosure in Toronto that his company and Odeon Theatres might participate in the Famous Players Canadian circuit's Telemeter test in Etobicoke, Ont., in December.

"We had some discussions a number of months ago," Picker said, "but there have been no developments and nothing has been decided."

John J. Fitzgibbons, FP-C president, was reported from Toronto as having said he believes Loew's and Odeon will participate in the Telemeter operation in the Toronto suburb, after disclosing that they had expressed an interest in doing so. Telemeter officials have urged all classes of exhibitors to join in employing the closed circuit pay television system as a "second box office" to increase their business potential.

Set Big Magazine Ad Campaign for 'Pillow'

Universal - International has set one of the largest budgets in its history to promote "Pillow Talk" in national magazines, it was announced yesterday by David A. Lipton, vice-president. He said the national advertising budget will be greater than those accorded "Imitation of Life" and "This Earth Is Mine."

As in the past, Lipton said, specially designed ads for particular media, taking into consideration specialized readership, have been prepared for the film. The "pre-sell" ads on "Pillow Talk" are aimed and tailored to interest teenagers, women, young married couples, and the general movie-going public. They are being scheduled for placement by the Charles Schlaifer Company, Universal's advertising agency, well in advance of playdates to get the benefit of their maximum penetration.

ACE and MP

(*Continued from page 1*)

problems on their agendas, whic... main committees undoubtedly w... prove with suggestions for futur... cedures.

The meeting will be held ... MPAA board room here this m... and will be continued at a lun... at the Harvard Club. Eric Joh... president of MPAA, and S. H. F... ACE executive committee cha... will preside at the meeting.

Mirisch, UA Acquir... Michener Novel 'Haw...

Acquisition of the film righ... "Hawaii," new James A. Mic... novel set for publication in Nove... was announced yesterday by H... M. Mirisch, president of the M... Company, and Arthur B. Krim, ... ident of United Artists.

Simultaneously, Mirisch re... that Fred Zinnemann, through hi... company, Highland Films, will ... duce and direct the film versi... the novel for UA release. The ... will be made in one of the ... wide-screen processes and it w... shot on location at the actual ... where the story unfolds.

V. T. Touchett, 50

MILWAUKEE, Aug. 24. — V... Touchett, 50, president of th... Painter Corp., died of a liver ai... here. Before starting his paint ... firm in 1945, Touchett was ... known in theatre circles. In 19... became manager of the Fond d... theatre and later was made d... manager of Fox Theatres in cha... some 20 theatres in Wisconsi... was film buyer for 65 theatres in ... consin and upper Michigan. ... advanced to executive with the ... theatres Corp. in Los Angeles, ... he was film buyer for 550 theat...

'Denim' Openings B...

20th Century-Fox's "Blue D... did top business in openings ov... country during the past weeken... Los Angeles at the Beverly it s... $11,881 to go ahead of the pre... company topper, "Peyton Place." ... Memorial Theatre engagemen... Boston showed a $15,500 gross fo... days, while the Circle Indian... chalked up $7,950 for four days.

'Cliff' Reid Dies

(*Continued from page 1*)

of years, later becoming asso... with M-G-M, also as a producer

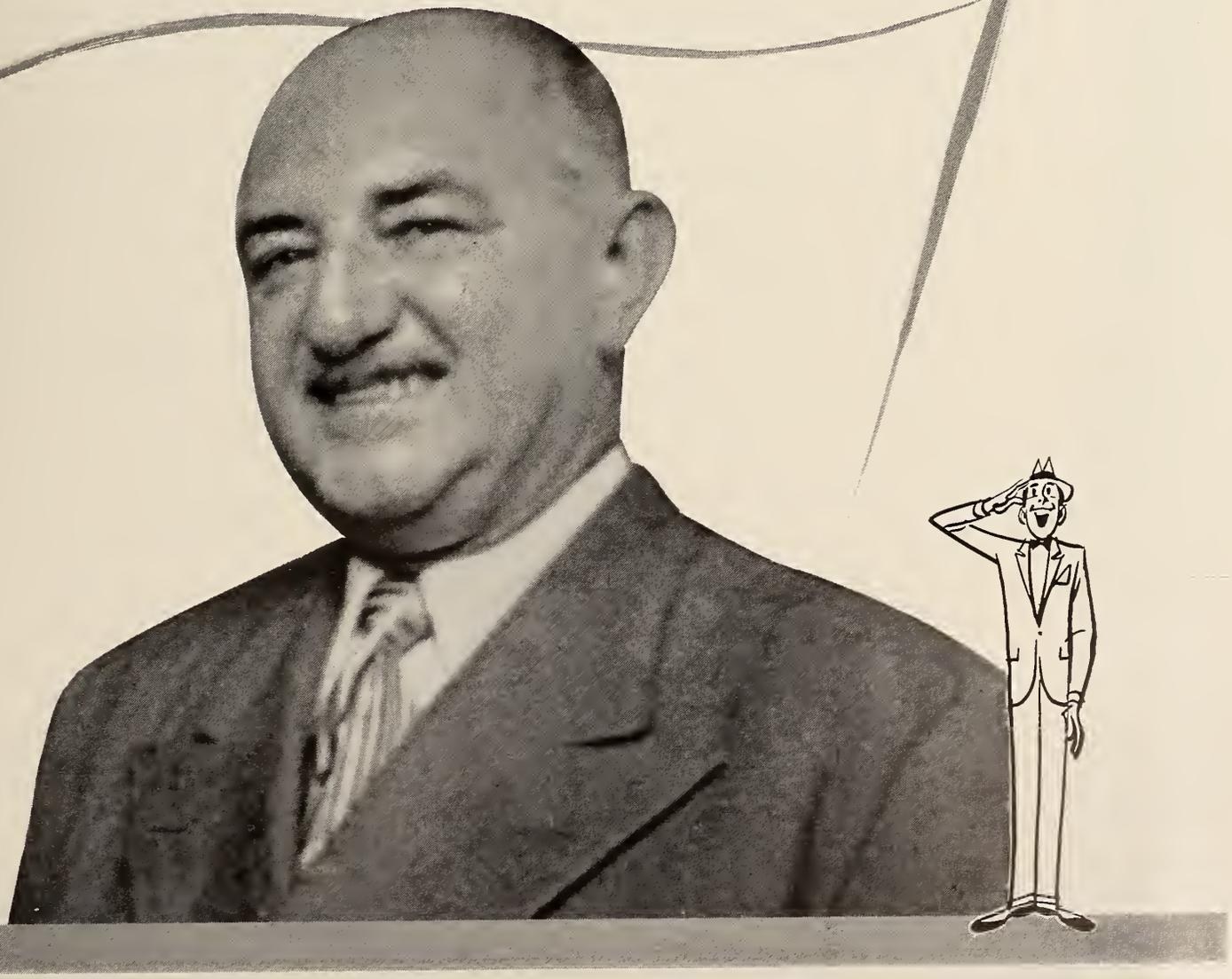
Reid entered the industry almo... years ago as a film salesman, ... becoming distribution represen... for the old Fox Film Co. at K... City, Dallas and Seattle.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. ... Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. ... wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bur... Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. ... Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7... Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gal... Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times ... as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as ... class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies ...

The Motion Picture Industry

Salutes

EDMUND REEK'S 40th ANNIVERSARY



THE WHITE HOUSE
WASHINGTON

August 11, 1959.

Dear Mr. Reek:

Mr. Hagerty tells me that you shortly will celebrate your fortieth year of service in the motion picture industry. During that time, I understand, you have produced newsreels, short subjects and documentary features which have, I am certain, helped keep millions of theatre goers informed of the changing world in which they live.

I hope you will permit me to add my own personal congratulations to the many that I am sure you will be receiving from all over the world.

With best wishes,

Sincerely,

Dwight D. Eisenhower

Mr. Edmund H. Reek,
Movietonews, Incorporated,
460 West 54th Street,
New York 19, New York.

United Press International would like to be the leader in the salute to our associate

EDMUND REEK

With whose assistance the combination of United Press International and Movietone, under the name of United Press Movietone Television, has become the world's top agency in the servicing of news-on-film to television.

FRANK H. BARTHOLOMEW,
President, United Press International

A. MIMS THOMASON,
First Vice President, UPI

LEROY KELLER,
Vice President, UPI

W. R. HIGGINBOTHAM,
Manager, U.P. Movietone

Salute to Edmund Reek Remembering 40 Years

(*Continued from page* 1)

jittery Thirties, the war-torn Forties and the Cold War era of the Fifties.

During those 40 years the raw journalistic materials of hundreds of events of historic consequence and of human interest passed through Editor Reek's hands to be processed and presented in newsreel issues, short subjects, and feature length documentaries for the screens and archives of the world.

If the editor relaxed for a moment he could remember, just for a start, the conquest of the oceans by air; the giving of suffrage to women; the spread and entrenchment of Soviet Communism; Prohibition, the jazz era, gangsterism and the St. Valentine's Day massacre; the great stock market crash; reaching both the North and South Poles by air; the Lindbergh kidnapping; the Italo-Ethiopian war; the Will Rogers plane crash; the civil war in Spain; the Japanese bombing of the U.S.S. Panay; Munich and "peace in our times"; World War II, and the Korean police action.

Those were the events and that was the world into which young and raw-boned Edmund Reek walked when he reported for work on August 11, 1919 to Hank Hancock, then preparing to edit the first issue of the Fox News which during the next ten years was to dominate its elders in the field, become the first reel to use sound, and to grow into the vast newsgathering organization which is the 20th Century-Fox Movietonews of today. Reek, as assistant director, was charged with preparing a back-log of feature news pictures for the new reel.

The Wall Street explosion which started the roaring Twenties on their way, was responsible for a change in the career of young Reek. The news of the disaster caught the fledgling newsreel organization with all its New York City cameramen on other assignments. With the temerity of youth, Reek grabbed a camera and got to the scene of the explosion before the Army detachment summoned from Governor's Island to protect the financial district. The pictures Reek got were so good that from then on he was a cameraman.

Soon Eddie Reek became a name that gave opposition editors the jitters. His reputation for being there for an exclusive shot or the best shot of a big story made Fox News the newsreel exhibitors demanded.

After winning Fox News' annual prize as best cameraman for three years in a row, Reek was made news editor and when Movietonews was started in 1929 he became the first news editor of the first sound newsreel.

In World War II producer Edmund Reek didn't sit at his desk or just look at pictures of the conflict. Although he was the active executive of the Movietone News he unshackled himself from his desk and covered the war on many fronts as a working newsman. Here he is with the officers assigned to the newsreel correspondent. Left to right: Reek, Movietone News; Dick de Rochemont, March of Time; Army and Air Force liaison officers; Tom Meade, Universal News; Mike Clofine News of the Day; Albert J. Richard, Paramount News and Walter Ament, Pathe News.

Camera journalist Reek was never an executive who would himself be shackled to a desk. In October of 1934 Movietone and one other American newsreel got dramatic pictures of t assassination, in Marseilles, of King Alexander of Yugoslavia a French Foreign Minister Barthou.

Trying for Scoop at Sea

It was a time when flying the Atlantic was still sensational ne so the film had to be sent to the U. S. by ship. Reek arranged have them put on board the S.S. George Washington, skipper by the heroic Captain Fried. Then, in the hope of beating t opposition by a day, he hired a Sikorsky seaplane, piloted by fam Captain Grevenberg, and with Captain Fried's cooperation ma a date with the ship 500 miles out in the Atlantic. It was arrang that the film would be dragged in a can behind the ship and Re and his aviation editor, Jack Kuhne, would hook the tow line a draw the film can up to the seaplane.

After three passes, and three broken lines, it was decided land the seaplane and pick the can out of the water. A very hea sea was running and even though the big ship was maneuvered create a lee for the seaplane landing, a heavy swell capsized th plane. Grevenberg and Kuhne, in the cockpit of the plane got o quickly and clung to a pontoon but Reek was trapped in the cabi He managed to find the door and swim out but was going dow for the third time when he was rescued by a life boat crew fro the George Washington.

Even in failure the flight was typical of the initiative and ente prise that made the Reek name legendary among his fellows.

Later as general manager of the newsreel and assistant to th late Truman Talley, Reek was responsible for a series of excitin short subjects called "The Adventures of a Newsreel Cameraman,

(*Continued on page* 8)

Edmund Reek—a Tribute

ED REEK'S FORTIETH ANNIVERSARY of service to the newsreel and to other types of production which his company and his associates today commemorate, is an event of significance in the annals of the motion picture.

Moreover, it is a heart-warming occasion because it gives the spotlight for the day to a person who, while functioning quietly in the background over these many years, has brought to world-wide attention so many personalities and so many great events of these four decades.

Throughout these forty years Ed Reek has proved himself to be a person of many talents and resources. But perhaps the most notable of any of these has been his capacity for gaining respect and friendship for the motion picture and the industry in his myriad of contacts with the great and near-great in government, industry, finance, education—in fact, in every field of activity in which news was being made and careers were both made and unmade.

In this capacity of private and public relations he has earned much more than a passing tribute because so much he has done has been of enduring quality. The motion picture and the industry have countless times over been helped, defended and excused in high places on account of the candid and forthright personality and way of doing business of Ed Reek.

The Editors of Quigley Publications are happy to join with his friends and associates in congratulations on a career that has been unique in continuity and character, and to express heartiest best wishes for the years ahead.

MARTIN QUIGLEY

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about jet and space flight, right here on earth... call DOUGLAS

For facts and pictures of new dimensions in science contact the Douglas Division of Public Relations,
A. M. Rochlen, Vice President-Director. Home Office: Santa Monica, California, EXbrook 9-9311.
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Washington, D.C. • New York, N.Y. • Dayton, Ohio • Rio de Janeiro, Brazil • Tokyo, Japan • Zurich and Geneva, Switzerland

Salute to Edmund Reek on 40th Anniversar

(*Continued from page 6*)

many of the thrilling episodes drawn from his own hair-raising experiences.

In association with Talley he was also responsible for the Martin and Osa Johnson African features "Baboona" and "Congorilla."

In 1937 Reek was named by the late Sidney Kent, then president of 20th Century-Fox, general manager to succeed Talley, and in 1942 under Spyros Skouras he was elected vice president of the company.

As executive producer of Movietonews, Reek's pictures have won a number of Academy Awards and other prizes. "Why Korea" was one of the first of these. This was a dramatic documentary exposing Kremlin machinations in the Far East. As a pointed record of Communist crimes it awoke the free world to the menace of Soviet conspiracy and prepared the West for the Korean war.

Other sensational feature and short subject prize winners produced by Reek were "Farewell to Yesterday," "United We Stand," "The Kefauver Investigation," "Holy Year," "Modern Greece," "This Is Your Army," "Symphony of a City," "Survival City" and the unique "Transcontinental" from an epic poem by A. M. Sullivan.

Reek, the seasoned camera journalist, started off World War II with a decision that has become a legend in journalism circles.

Remember the Pearl Harbor pictures? Well, in the background of these truly remarkable films is one of the most interesting stories of World War II; a story of long range editorial judgment on a par with any in the history of journalism.

It starts with the assignment of the late Al Brick, a Movietonews cameraman, to cover Pacific Fleet maneuvers in the fall of 1941. This resulted in pictures so good that Secretary of the Navy Knox declared them to be the best ever of our Navy's fire power.

Ordinarily, his assignment completed, Brick would have returned to the states but he was told to remain in Hawaii.

Producer Reek, who knew the Far East from having served as a soldier in the Philippines, China and Siberia, didn't like the way things were going between the U. S. and Japan. So playing a hunch he kept Brick in Honolulu. With things as they were, he concluded,

During presidential election years it has been a practice for all the newsreels to devote one issue to each major party aspirant. The release is a straight objective biography of the candidate. Which newsreel will make it is determined by a draw and the first two reels out of the hat get a candidate. Movietone drew Eisenhower both times and made up the reels that were shown in practically every theatre in the United States. A rabid Adlai Stevenson rooter on seeing Reek's first biography on Ike despairingly cried: "You've licked our man."—a prophecy confirmed on election day and one which earned Producer Reek Ike's congratulations.

President Harry S. Truman and Edmund Reek. From President Harding to Eisenh Reek has had the executive mansion open to him. The man from Missouri is a N newsreel fan and had Reek as his guest at the White House on numerous occasion

it wouldn't be a bad idea to have a first rate cameraman in territory.

So it happened that when Japan struck, Brick was driving al a Honolulu road conveying an officer back to his quarters. cameraman tells it this way . . .

"It was a beautiful morning. I was taking an officer friend b to his quarters after an all night poker game. He had a tour duty coming up. We were riding along discussing the hands of night when we heard the first explosions. My companion said:

" 'That sounded like it came from the base.'

"Then explosion after explosion and ahead of us we spot three planes.

" 'My God,' gasped my mate, 'those are not our planes. They Japs. Step on it!'

"Needless to say I did, thanking my lucky stars I had my cam in the back of our hired car. The scenes at the base were describable. But I began making pictures. My exposures, of cour were confiscated."

A call from Military Intelligence in Washington was the fi Reek knew how his hunch had scored one of the greatest beats pictorial journalism. He was told that he couldn't have the p tures for security reasons. It was a whole year before he got the Then, because of their propaganda value, he was asked to let l opposition have them so that they might get the greatest dist bution.

Movietonews today owns that famous record of "The Day Infamy," the other companies having refused Reek's invitation share the costs of securing the film. But the cost of maintaini Al Brick in Hawaii has been repaid many times. It is estimat that the "Pearl Harbor Attack" pictures have been used in abo 200 films made by independent producers and by the Governmen

It was this and other things that induced the U. S. Army to mal Reek a war correspondent in 1945 and he was taken on a tour the battlefields. After which he did some touring on his own reorganize Movietone News' world wide coverage, badly disrupte by the war.

Today, as the result of Reek's first post war tour, Movietonew Inc. gathers films of all kinds from all over the world for theatric

(*Continued on page 10*)

Dear Eddie:

Congratulations and Best Wishes for Continued Success

ARTHUR DE TITTA
IRBY J. KOVERMAN
KEN ALLAN
PARRIS EMERY

WEST COAST STAFF

CONGRATULATIONS

TO

EDDIE REEK

From his FRIENDS

AT

Whyte's

☆

UPTOWN
WHYTE'S 57th ST. RESTAURANT
344 WEST 57th STREET
NEW YORK 19, N. Y.
JUdson 6-7900

DOWNTOWN OFFICE
AND RESTAURANT
145 FULTON STREET
NEW YORK 38, N. Y.
COrtlandt 7-2233

RADIO CITY MUSIC HALL

Congratulations

EDDIE REEK

ON YOUR 40th ANNIVERSARY

-:-

AND CONTINUED
BEST WISHES

Best Wishes

AL YOUNG

Salute to Edmund Reek

(*Continued from page* 8)

and television release. Twentieth Century-Fox handles the relea for motion picture theatres, United Press-Movietone News television.

Reek's 20th Century-Fox subsidiary also makes documenta for many government departments and commercials for big in trial concerns all over the world.

The newsreel of the Twenties has grown universal in the fu sense of the word, with the world, on both sides of the various tains, its stage and the happenings thereon its story.

Nearly 40 years of experience in filming and servicing the liv history of the world has taught Movietonews, Inc., how to corners for fast distribution and how to get the most out of ev production dollar without sacrificing pictorial or sound qual valuable intelligence when producing newsreels, short subje documentary features or commercial releases without Hollyw budgets.

Today Movietone News employs nearly 2000 men and wom full and part time, a far flung staff armed with millions of dol worth of the latest equipment and ready and able to make 35mm and CinemaScope black and white and color films.

In the United States, Canada, Latin America, Europe and Orient, United Press-Movietone, supplied exclusively by Mo tonews, Inc., is standard fare on most independent TV statio Powerful BBC in Great Britain is one of its many overseas clie

In the field of commercial pictures here are some of its custo ers: U. S. Steel, American Telephone & Telegraph, Civil Ae nautics Association, Japanese silk industry, General Motors, L coln-Mercury, Suffolk Downs Racing Association, Chrysler Mot Frigidaire, Allison Turbo-Div., Fisher Body, General Electr Powerama Fair, Piaseki Helicopter, State of Oklahoma, Fo Motors, Dodge Motors, Chevrolet Motors, Procter & Gamble, Luc Strike Cigarettes, Camel Cigarettes, American Legion, Schen Distillers, State Dept., Treasury Dept., U. S. Army, National Co cil of Churches, Eisenhower political campaign, U. S. Chamber Commerce, Herald Tribune.

Movietonews, Inc., operates from five world metropolises, N York, London, Paris, Sydney and Munich. In each of these cit

(*Continued on page* 12)

A quartet of newsreel lensmen in 1922—This picture was taken outside the new reel headquarters, an New York's Tenth Avenue and 54th Street. On the hood is th fabulaus newsreel cameraman Russ Muth. In back of him is Jack Delivan and Jac Kuhne, currently in charge af Mavietane News Shart Subjects. Standing on top yaung Eddie Reek, already a legendary figure as a newsreel cameraman.

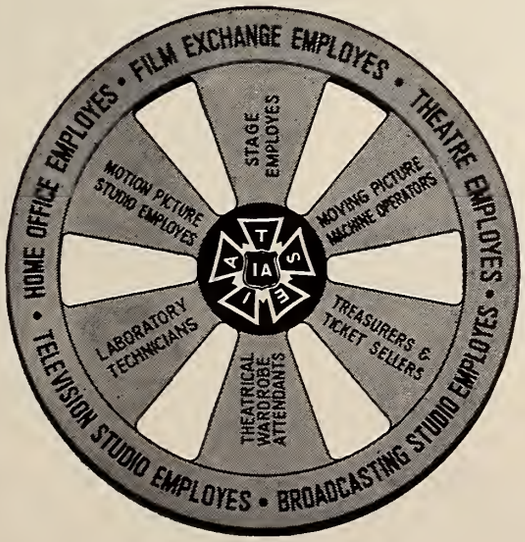
Congratulations to

EDDIE REEK

from

THE GEVAERT CO. OF AMERICA, INC.

We congratulate Eddie Reek upon his accomplishments in the motion picture industry. We are grateful for our many years of association with him in the production of newsreels.



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Stage Employes and Moving Picture
Machine Operators of the
United States and Canada,
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RICHARD F. WALSH
International President

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"40 years of uninterrupted pictorial news gathering adds up to what might properly be termed a . . . NOTABLE ACHIEVEMENT . . ."

Congratulations

FROM

UNITED ARTISTS THEATRE CIRCUIT, INC.

METROPOLITAN PLAYHOUSES, INC.

SKOURAS THEATRES CORPORATION

Salute to Edmund Reek

(*Continued from page* 10)

it maintains a production center fully equipped for every ph of motion picture production.

New York is typical and except for being general headquart boasts no more or less than the centers in London, Paris, Syd and Munich. It has two of the biggest stages in the East and finest of sound recording studios with both Western Electric RCA equipment. It also houses two standard and one experime projection rooms able to screen from 8mm to CinemaScope.

There are art, carpenter, machine and electrical shops and e other facility for set building.

Further, there are three cutting and film editing rooms pl film library with vaults full of negative dating back to the b of the industry. Also a title printing and photographing departm and a "trick" department with a modern optical printer.

A great experimental department spills over to the home o and sees to it that Movietonews, Inc., keeps abreast of the ti This department is under the direction of E. I. Sponable, inventor of sound motion pictures.

In addition to its production centers Movietonews, Inc., m tains smaller establishments located in the 20th Century-Fox changes in Washington, Los Angeles, Chicago, Buffalo, Bos Philadelphia, Miami, Denver, Dallas, Memphis, San Franci Seattle, Toronto, Ottawa, Montreal, Winnipeg, Vancouver St. John.

From these offices mobile camera units are available for sort of assignment.

In New York, Movietonews, Inc., commands the facilities DeLuxe Laboratories, another wholly owned subsidiary of 2 Century-Fox Film Corporation. DeLuxe does all its develop and printing.

Today Edmund Reek, cameraman, editor but above all, jour ist is a happily married man and a grandfather, with a mar son and a married daughter who has two children. But the cha of domesticity haven't quieted him. The world of today, he thi is more exciting, more stimulating even than when he started 1919 and he would still rather be off to cover an exciting event w a camera than sitting behind a desk.

Producer Reek never asked a cameraman to cover an assignment he wouldn't co himself. In 1946 he led a Movietone News Expedition down the Colorado River. This a "shoot," down treacherous white water that takes the life of about every other m that attempts it. Reek's party, including Jack Kuhne and Chubby Lehman of L Angeles got through to record and release a celebrated Technicolor short. It was t first color picture ever made of a ride through the rugged gorge from the head-wate to Hoover Dam.

Greetings from

BURT REINHARDT

and The News Staff

d. Nagle	Edmund Reek, Jr.
erry Kahn	Ray Ziesse
ete Carlisi	Jess Kizis
om McMorrow	Carl Larsen
ou Girolami	Gene Broda
ony Girolami	Doug Dupont
en Box	Lester Mannix
Wm. Picara	Robert Ward

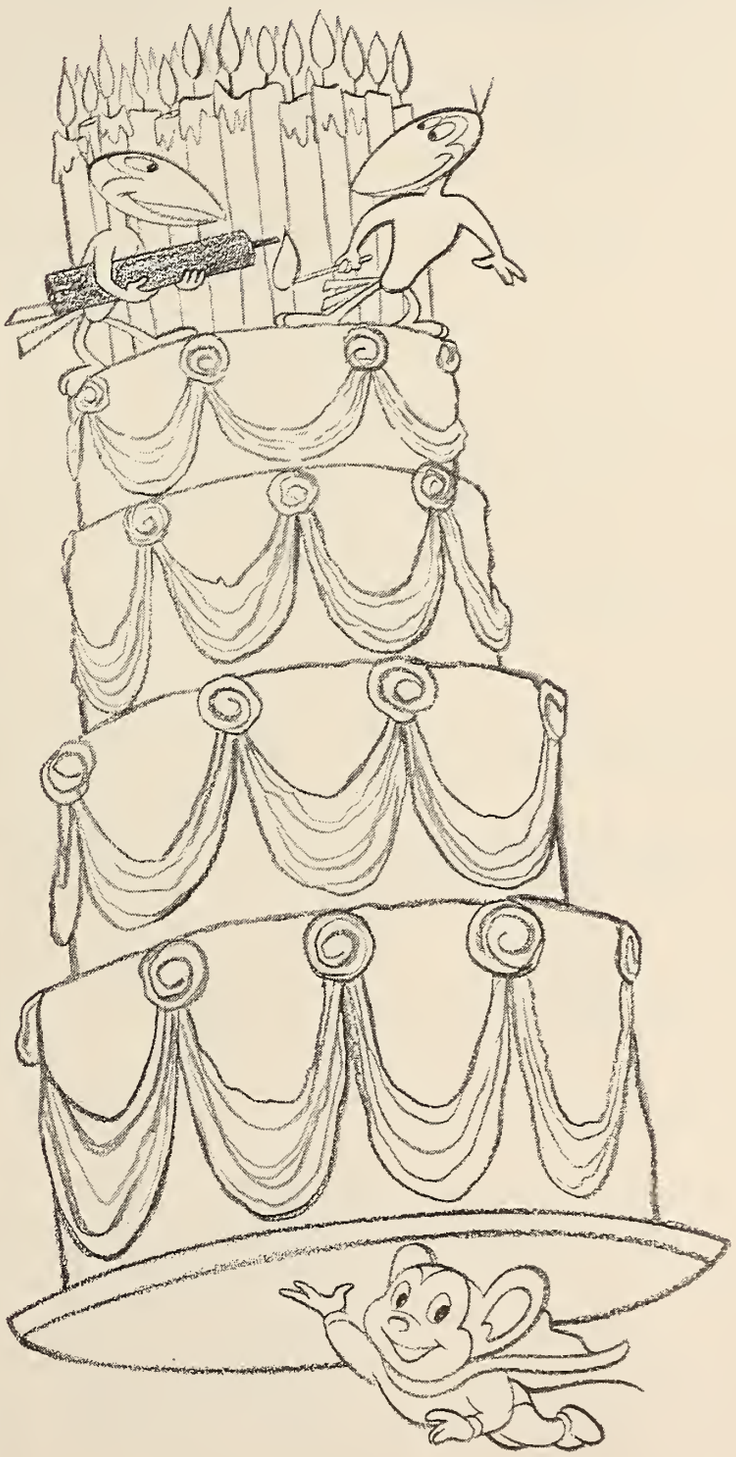
To My Friend,

EDMUND REEK

in sincere appreciation for a most enjoyable association during the past twelve years.

sincerely

Jack Shaindlin



Congratulations to Edmund Reek, celebrating his 40th anniversary.

From Terrytoons, celebrating its 30th anniversary.

TO

ED REEK

PIONEER OF THE NEWSREEL —

Congratulations

ART SORENSON

Government Officials, Civic Leaders Felicitate Editor

WHEN the news got around that Edmund Reek, vice-president and general manager of Movietone was celebrating this month his 40th year as a newsreel cameraman, editor and executive the literally hundreds of men in public life who have known him personally through all or part of his journalistic career began writing congratulatory letters. Headed by President Dwight D. Eisenhower, whose letter is reproduced on page 4 of this issue, Vice-president Richard Nixon, and Gov. Nelson Rockefeller, some of the hundreds of congratulations appear below and on the following pages.

RICHARD NIXON
Vice-President of the United States

I am pleased to join with your friends and admirers in extending greetings to you as you celebrate your 40th year of service in the motion picture industry.

Indeed there have been some vast changes in your industry over the last four decades. As one of the pioneers of the business, I know that you have had a hand in this outstanding record of progress and I am sure there are many of us who share with you a great pride in these accomplishments.

This is a most welcome opportunity to send you my very best wishes for a most memorable celebration, and may your next forty years be as noteworthy as the past have been.

NELSON A. ROCKEFELLER
Governor, State of New York

It is a great pleasure to join you and the motion picture industry in paying a well-merited tribute to Edmund Reek on the occasion of the fortieth anniversary of the beginning of his brilliant career as producer and editor of "Movietone News." It is no exaggeration to say that Ed Reek is a master of the art of presenting news graphically, dramatically and entertainingly. So doing he has contributed inestimably to the information of the public. May he have many more years of service in this important field.

ROBERT B. ANDERSON
Secretary of the Treasury of the United States

It is indeed much pleasure for me to have this opportunity of joining your many friends and associates in extending to you my sincere congratulations upon your fortieth year of service in the motion picture industry.

NEIL MCELROY
Secretary of Defense of the United States

Your name has been associated with the production of many films documenting an important era of the nation's history. We in the Department of Defense are appreciative indeed of the coverage you have given to military events of this period which spanned two world wars and the Korean conflict. The work you have done has helped millions to understand better our national security goals. Best wishes for continued success!

FREDERICK H. MUELLER
Secretary of Commerce of the United States

We in the Department of Commerce, in our authorized assignment to promote economic growth and progress, keenly appreciate the importance of the visual arts industry. Your newsreels, short subjects and documentary features have helped to keep vast segments of the public intelligently informed on domestic and international matters.

We are particularly appreciative of the cooperation we have

(*Continued on page* 16)

CONGRATULATIONS

ED

BEN LOWEREE
DAN DOHERTY
VYVYAN DONNER
SKIP STRONG

• • • •

LOUIS TETUNIC
ED CANSTEIN

• • • •

FRANK BARRY

CONGRATULATION

AND

BEST WISHES

FILM EDITING
AND
LIBRARY
STAFFS

BEST WISHE

ON YOUR

40th

ANNIVERSAR

PROJECTION STAFF

MOVIETONE NEWS

CONGRATULATIONS

TO

EDDIE REEK

FROM

THE MEMBERS

OF

LOCAL 644

Congratulations

and Best Wishes

for 40 More

HOME OFFICE

EMPLOYEES UNION

LOCAL H-63,

I.A.T.S.E., A.F.L.-C.I.O.

CONGRATULATIONS

TO

EDDIE REEK

FROM

THE MEMBERS

OF

MOTION PICTURE

STUDIO MECHANICS

LOCAL No. 52

I. A. T. S. E

1697 BROADWAY

NEW YORK 19, N.Y.

CIRCLE 6-8295

Happy Anniversary

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7000 Hollywood Blvd., Hollywood 28

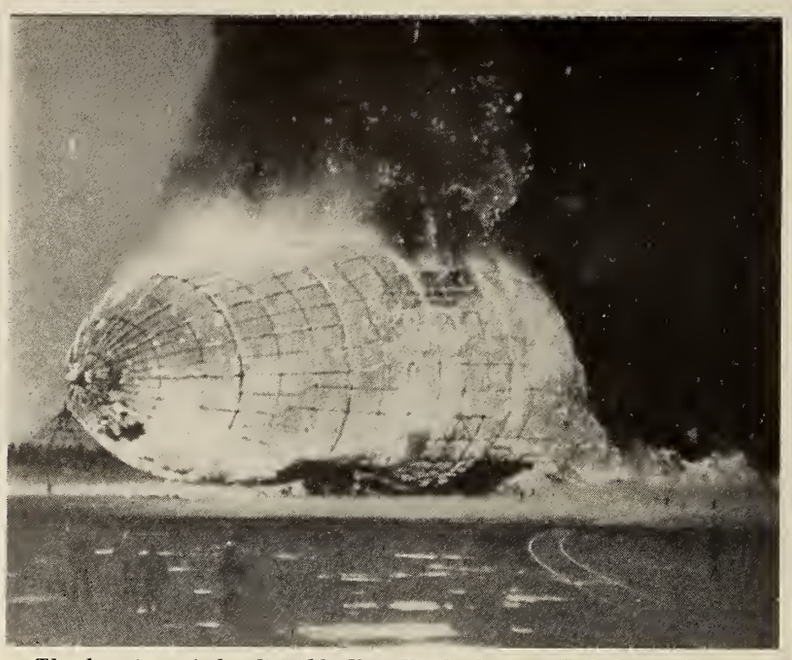
Telephone HO 9-2442—Teletype LA 547

Congratulations

WE ARE NOT SAYING WHAT WE THINK

THE 3 JACKS

HANEY
KUHNE
GORDON



The burning of the dirigible Von Hindenburg at Lakehurst, N. J. was one of the classic newsreel shots of all time.

Leaders Felicitate Reek

(*Continued from page* 14)

received from your industry in graphically acquainting the public with the work of our various agencies.

Happy fortieth anniversary!

JAMES P. MITCHELL
Secretary of Labor of the United States

Congratulations on your Fortieth Anniversary in the motion picture industry. As a producer of short subjects, documentaries, and newsreels, you have contributed a great deal to the understanding by people of the world around them. May you give many more years to this vital service.

WILLIAM P. ROGERS
Attorney General of the United States

I am pleased to forward my congratulations to you as you celebrate your fortieth year of service in the motion picture industry. Your life has been devoted to informing the American public about the latest developments in world and domestic affairs. This is a vital task in our nation because an informed public is essential for our democratic system to be effective.

During your forty years of work in the movie industry news events have broken at an increasingly fast pace and have taxed the ingenuity and equipment of the pictorial reporters. The progress made by the industry in bringing these events instantaneously to a TV screen or with brief delay to the movie audience is a tribute to the industry. It is also a special tribute to you because of your many contributions in this field.

ARTHUR E. SUMMERFIELD
Postmaster General of the United States

It is a pleasure to send you my best wishes on the completion of forty years service in producing newsreels, short subjects and documentary features for motion picture theatre audiences and television viewers. This lifetime work of yours has made an invaluable contribution to the welfare of the Nation and has played an important role in keeping the American people informed about the fast-moving news developments of modern times.

HENRY CABOT LODGE
United States Representative to the United Nations

It is a distinct pleasure for me to join in the salute to my good

(*Continued on opposite page*)

Congratulations and best wishes to Edmund Reek from the Washington staff of Movietonews, Inc.:

Ellen McDonnell
Arthur Lincer
Denny Bossone
Tom Craven
Joe Garvey
Skip Lambert
Art Lodovichetti
Jack Schultz
Bill Smythe
Mac Williams

Congratulations and Best Wishes to

EDMUND REEK

on your

40th ANNIVERSARY

SOUND DEPARTMENT

Ed.

Thanks for the privilege and pleasure of knowing you and working with you for every one of those 40 news-packed years.

IRV SHEIB

QQ Motion Picture Title

Sincere
Congratulations
To
EDMUND
REEK
from
FRANK ZUCKER
Camera Equipment Corp.

Tributes Mark 40th Year

(*Continued from opposite page*)

friend Edmund Reek in celebration of his forty years of service in the motion picture business. Ed Reek has through these years turned in a superior job of telling motion picture theatre audiences and more lately television viewers the up-to-date facts about our world. He has always shown a keen judgment of news. I wish for him many more years in his chosen field.

LYNDON B. JOHNSON
Democratic Leader, United States Senate
I understand you will shortly celebrate your fortieth year of service to the motion picture industry. I want to express my warm congratulations to you and my confidence that you are looking backward to a lifetime of achievement and forward to many more years of achievement to come.

THOMAS H. KUCHEL
United States Senator from California
The years of your activity in our energetic motion picture industry have been filled with a succession of events which wrought great changes in civilization.

The knowledge of millions upon millions of persons not only in our own Nation but around the globe of these truly historical happenings has been broadened immeasurably by the films upon which all informed beings depend to give them a true, objective account of history in the making. As a Movietonews producer with a record of forty years of service, you have played an outstanding role in the enlightenment of your fellowman.

BUFORD ELLINGTON
Governor, State of Tennessee
I have learned with interest of your extended service in the interest of providing pictorial information and entertainment to the theatre and television audiences and wish to commend your efforts and the fine contribution you have made to your organization and to the general public. May I take this opportunity to wish you continued success and happiness in service.

JOSEPH W. MARTIN, JR.
House of Representatives, Washington, D. C.
I have just learned that you have now completed forty years of service to the motion picture industry.

Your career has covered many eventful years in the history of

(*Continued on page* 18)

The assassination of King Alexander of Yugoslavia gave rise to one of Reek's famed exploits.

Sincere
Congratulations
TO
EDMUND
REEK
FROM
Adam D. Taylor
TAYLOR LUMBER CO., INC.
440 West 54th Street
New York, New York
JU 6-0110

Congratulations
to
EDDIE REEK
from
BRITTANY du Soir
and
CAFE BRITTANY

All My
Very Best
Wishes
To
EDMUND
REEK
Edward Senz

BEST WISHES

TO

EDDIE REEK

SOL ABRAMS
BERT NEVINS, INC.
Public Relations

Congratulations to

EDDIE REEK

•

Michel's
38 East 53rd Street
NEW YORK
Phones: PLaza 3-5346
ELdorado 5-8966

•

Continental Cuisine

CONGRATULATIONS

AND

BEST WISHES

MOTION PICTURE

FILM EDITORS,

LOCAL 771

Tributes Mark 40th Yea

(*Continued from page* 17)

our country and the world. During this period you have m[a]de significant contributions to the record of our times through y[our] work in the field of newsreels, short subjects, and document[ary] features.

I congratulate you upon the success which you have achieved [in] your field. You have my best wishes for many more years.

ROBERT F. WAGNER
Mayor, City of New York

I am pleased to have the opportunity through Motion Pict[ure] Daily to join with so many others in congratulating Edmund R[eek] of Movietone News, who will round out forty years of service [in] the motion picture business.

Mr. Reek more than deserves the tribute being given to h[im] for his exceptional work in documentary features and news re[els] which have entertained so many people.

GEORGE V. ALLEN
Director, United States Information Agency, Washington, D. C

Your completion of service to American news film has spec[ial] significance for me and my colleagues in the Information Agen[cy]. Your work not only spans the history of the news film, but yo[ur] name has become a symbol around the world of integrity a[nd] craftsmanship associated with American newsreels, short subje[cts] and documentaries. You have contributed immeasurably to [a] better understanding of this country abroad and I hope our ne[w] film industry may continue to have the benefit of your outstand[ing] experience and leadership in the years ahead. Please accept [my] warmest congratulations.

RICHARD RICHARDS
State Senator, Los Angeles County

I take pleasure in joining with the many friends and admir[ers] of Edmund Reek of Movietone News, Inc. who are this mo[ment] paying tribute to his forty years of service to the motion pictu[re] business. His dedicated work in the production of newsre[els] short subjects and documentary features has had a tremend[ous] effect, not only on his industry but on all the people in this co[un]try and throughout the world. He has raised the level of und[er]standing and intelligent viewing both in motion picture theat[res] and on TV. I wish for Mr. Reek many more years of health, ha[p]piness and achievement in his chosen profession.

Among the hundreds of other tributes received too late for pu[b]lication were those from the following:

JACK S. CONNOLLY
Chief, Domestic Production Division, U.S. Information Agency

JACQUES FLAUD
Director General, Centre National de la Cinematographie, Par[is]

ARTHUR S. FLEMING
Secretary of Health, Education and Welfare of the U.S.

ERVIN L. PETERSON
Acting Secretary, Department of Agriculture

FRED A. SEATON
Secretary of the Interior

JOSEPH M. CAHILL
Director, Sports Information, U.S. Military Academy, West Po[int]

TONY HULMAN, JR.
President, Indianapolis Motor Speedway Corporation

EDWARD W. KRAUSE
Director of Athletics, University of Notre Dame

ANTHONY HOUGHTON
U.S. Ambassador to France

JOHN H. HARRIS
President, Ice Capades, Inc.

o Honor Reek

(*Continued from page 1*)

ros Skouras, William Michel, Rich- Walsh, Alex Harrison, Charles eld, Abe Goodman, Martin Quig- Taylor Mills, Lowell Thomas, l Fordham, John Oxton, Jay her, Harold Spivack, Harold Chad- k, Harry Brandt, Spencer Arm- ng, Alan Friedman, John Faber, sell Muth, Jerry Swinehart, Burt ins, Tom Mead, Caleb Stratton, n Michon, Harold J. Bonafield, Abe iler, Dan Doherty, Irving Sheib, n Shelley, John H. Harris, Morton econnachie and others.

echnicolor Net

(*Continued from page 1*)

ed net sales of $12,456,000 for the responding six periods of 1958. The consolidated net loss, after es, for the first six periods of 1959, $73,599. Earnings after taxes for corresponding six periods of 1958 e $267,492.

"It is too early to estimate what the l earnings for the year will be, but are encouraged by the current ward sales trend in all divisions," Kalmus said.

Disciple' Gross Big

United Artists' "The Devil's Dis- le" ran up big weekend grosses of 3,905 at the Astor Theatre and $7,- 9 at the Trans-Lux Normandie.

Perakos Named

(*Continued from page 1*)

known as the Connecticut Drive-In Theatres Assn.

Also serving are Franklin E. Ferguson, Bailey Theatres, vice-president; William Daugherty, Lockwood & Gordon Enterprises, secretary; Samuel Rosen, Rosen's Film Delivery Service, treasurer; board of directors, the officers and Bruno Weingarten, E. M. Loew's Norwich-New London Drive-In, Montville, Bernard W. Menschell, Manchester Drive-In, Bolton Notch, and Pike Drive-In, Newington; Charles Lane, New Haven Drive-In Theatres, North Haven; Hector Frascadore, E. M. Loew's Farmington Drive-In, Farmington; and Sam Hadelman, Bowl Drive-In, West Haven.

Permanent officers will be elected and long-range plans formulated at a meeting on Tuesday, Sept. 22, at 12:15 noon, in the Colonial House, Hamden.

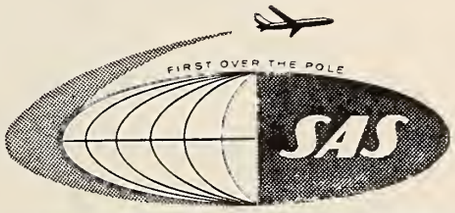
Kodak Names Wilson

ROCHESTER, N. Y., Aug. 24. — Richard M. Wilson has been named manager of film manufacturing, it was announced by Ivar N. Hultman, Eastman Kodak vice-president and general manager of the Kodak Park Works here. John L. Patterson will succeed Wilson as assistant manager of film manufacturing. Wilson succeeds Dr. A. J. Gould, who was elected a Kodak vice-president at a meeting of the board last week.

News is the most perishable of all items! So—

SAS

is proud to be chosen to speed FOX MOVIETONE NEWS of the world to the four corners of the world.



SCANDINAVIAN AIRLINES SYSTEM

638 Fifth Avenue, New York 20, New York

It's been a privilege and a pleasure to be associated for so many years with

EDMUND REEK

Congratulations

Mel Allen *Joe King*

RIGHT NOW

a sound and camera unit of

MOVIETONE NEWS

is travelling
around the world
to record the
international activities
of the

JUNIOR CHAMBER INTERNATIONAL

an organization of young
business and cultural
leaders promoting trade
and friendship among
the free nations

One typical example of public service, and the dedication with which
THE MEN AND WOMEN OF MOVIETONE NEWS
keep ahead of today's changing world!

All the News That's News

MOTION PICTURE DAILY

:6, NO. 40 NEW YORK, U.S.A., WEDNESDAY, AUGUST 26, 1959

3 Dates

A. to Release 'eba' in Super chnirama 70

'ring Promotion Drive Boost Process and Film

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J. Heineman

A special p r o m o t i o n ign to acquaint the public with lvantages of the wide film sys- tied to the film, will be con-

(*Continued on page* 9)

PT Sets Promotion ference for Sept. 1

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U.A. Considering 3 More In Super Technirama 70

Three forthcoming productions to be distributed by United Artists are under consideration now for release in the Super Technirama 70 method, William J. Heineman, U.A. vice-president, said yesterday in announcing that "Solomon and Sheba" would play its opening engagements in the wide film process.

Heineman declined to identify the pictures, saying the decision remains to be made.

'Achieve a Major Goal'

ACE, MPA For Small

Involves More Us Machinery; Will G

A plan to bring relief to sma conciliation machinery already jointly by exhibition and distrib

Marcus Seeks Backing of Sales and Chiefs for Regional Promotion Progr

After giving enthusiastic approval of a merchandising program whi been successfully conducted by Wisconsin exhibitors, the COMPO merch ing committee started yesterday to arrange meetings with the genera managers and advertising executives of the major film companies with a view to putting the program into effect.

The plan, explained in detail to the

(*Continued on page* 8)

National Theatres Now Is Officially NT&T

From THE DAILY Bureau

LOS ANGELES, Aug. 25. — National Theatres, Inc., will henceforth be known as National Theatres & Television, Inc., resulting from a vote

House Passes Bill to Limit Interstate Tax

From THE DAILY Bureau

WASHINGTON, Aug. 25. House passed a bill to limit the of the states to tax interstate nies.

The bill is virtually identic one already passed by the Sen makes it almost certain tha legislation will be enacted t to reverse at least in part th of recent Supreme Court decis

It pleased her to know her ...and hurting inside!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 40 — NEW YORK, U.S.A., WEDNESDAY, AUGUST 26, 1959 — TEN CENTS

In 13 Dates

U.A. to Release 'Sheba' in Super Technirama 70

Tailoring Promotion Drive To Boost Process and Film

"Solomon and Sheba," Edward Small's $6,000,000 production, will be presented in Super Technirama 70 in its premiere engagements both here and abroad, William J. Heineman, United Artists vice-president, told a press conference here yesterday.

W. J. Heineman

A special promotion campaign to acquaint the public with the advantages of the wide film system, tied to the film, will be con-

(Continued on page 9)

AB-PT Sets Promotion Conference for Sept. 1

American Broadcasting - Paramount Theatres on Sept. 1 will open in Winter Haven, Fla., its fourth semi-annual promotion conference based on the Markley Plan for the promotion and exploitation of selected new films by specially trained theatre exploitation teams.

Fifty exploitation-advertising-publicity experts together with the executives of five Southern affiliated cir-

(Continued on page 7)

Glenn Perry Resigning As R&B Vice-President

Glenn Perry, vice-president and general manager of Rugoff & Becker, art theatre circuit with houses in Manhattan, Brooklyn and Long Island, has announced his resignation from the company effective Sept. 18.

Perry, who served with the circuit for 15 years, will announce his future plans following his return from a European trip.

TELEVISION TODAY—page 9

Entered as second class matter Sept. 25, 1935, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year $6 in the Americas and $15 foreign. Single copies, 10c.

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Heineman declined to identify the pictures, saying the decision remains to be made.

'Achieve a Major Goal'

ACE, MPA Devise Plan For Small Theatre Aid

Involves More Use of Present Conciliation Machinery; Will Go Into Effect Right Away

A plan to bring relief to small theatres which will involve greater use of conciliation machinery already set up by the industry has been worked out jointly by exhibition and distribution and will be put into effect right away.

Announcement of this resolution to one of the problems facing the Motion Picture Assn.'s exhibitor relations committee and the American Congress of Exhibitors executive committee was made here yesterday following a meeting of the two groups. The MPAA-ACE committees also heard and discussed reports from its subcommittees on increased production and industry advertising but both subjects were referred back for further study.

On aid to small theatres, however, MPAA and ACE have adopted a program and "achieved a major goal," Eric Johnston, president of MPAA,

(Continued on page 2)

Marcus Seeks Backing of Sales and Ad Chiefs for Regional Promotion Program

After giving enthusiastic approval of a merchandising program which has been successfully conducted by Wisconsin exhibitors, the COMPO merchandising committee started yesterday to arrange meetings with the general sales managers and advertising executives of the major film companies with a view to putting the program into effect.

The plan, explained in detail to the

(Continued on page 8)

House Passes Bill to Limit Interstate Tax

From THE DAILY Bureau

WASHINGTON, Aug. 25. — The House passed a bill to limit the power of the states to tax interstate companies.

The bill is virtually identical with one already passed by the Senate, and makes it almost certain that some legislation will be enacted this year to reverse at least in part the scope of recent Supreme Court decisions upholding state tax power over interstate firms.

The House bill and the Senate bill

(Continued on page 8)

National Theatres Now Is Officially NT&T

From THE DAILY Bureau

LOS ANGELES, Aug. 25. — National Theatres, Inc., will henceforth be known as National Theatres & Television, Inc., resulting from a vote reported at a special stockholders meeting this morning at the company's headquarters here. President

(Continued on page 8)

Honor Reek Tonight in Dinner at Waldorf Here

Friends and associates of Edmund Reek, vice-president and producer of Movietonews, Inc., will gather here tonight at the Waldorf Astoria Hotel to honor him for his 40 years of service in the industry.

The event to herald the veteran newsreel executive will get underway at 6 P.M. with cocktails in the Basildon Room. Dinner will follow in the Jade Room at 7:30.

Toastmaster for the affair will be

(Continued on page 9)

REVIEW:

The Blue Angel

20th Century-Fox—CinemaScope

THE BIG NEWS about "The Blue Angel" is the emergence of a fascinating new star of tremendous box office potential: blonde, sloe-eyed Swedish beauty May Britt, who was introduced to American audiences in "The Young Lions" and "The Hunters." In "The Blue Angel" Miss Britt gets the full treatment: a colorful role as an amoral dance hall performer, a romantic story that is now thought to be a classic of its kind, and a lush and handsome physical production in CinemaScope and DeLuxe color.

Considering the size and the scope of the selling campaign 20th-Fox is putting behind the film, it will be no accident if lightning strikes twice (the first "Blue Angel," a German production released here in 1930, was the film that launched Marlene Dietrich on a career still going strong).

Co-starred with Miss Britt in this Jack Cummings Production is Curt

(Continued on page 8)

20th-Fox Sales Meeting Postponed to Sept. 1-2

In order to insure the presence of executive production head Buddy Adler at the national 20th Century-Fox sales meeting previously scheduled to get under way here today, the company announced postponement of the convention until Sept. 1 and 2. This will give Adler an opportunity to wind up urgent work before coming to New York.

This will be the first national sales

(Continued on page 7)

STARTING TODAY

147,654,956

READERS WILL BE SOLD ON "the BLUE ANGEL"

THROUGH

LIFE

LOOK

AMERICAN WEEKLY

PARADE

WEEKEND (OF CANADA)

PHOTOPLAY

MOTION PICTURE

MOVIE STARS PARADE

MOVIE LIFE

SCREEN STORIES

MODERN SCREEN

...THE GREATEST NATIONAL ADVERTISING CAMPAIGN EVER CARRIED BY 20th!

For example, this is what you will see when you open the cover of LIFE *today!*

20th Century-Fox presents A JACI

with THEODORE BIKEL · Dire

COLOR by DE LUXE · S

BLUE
GEL"

But she always came back...to remind him he wasn't man enough to break away!

husband was watching

NA·

PERSON
MENTI

ARNOLD M. PICK
Artists vice-presider
of foreign distribution, an
LEWIS, vice-president in c
vertising-publicity, have
New York from Hollywo

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DAVID A. LIPTON, Uni
national vice-president, w
New York today from th

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CHARLES B. Moss, presi
Moss Theatres, returned t
yesterday from Hollywoo

•

B. G. KRANZE, vice -
Stanley Warner Cinerama
returned to New York
America.

•

JAMES H. NICHOLSON,
American International P
arrived in New York from

•

ALFRED KATZ, publici
to New York from Londo
via B.O.A.C.

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BRUCE EELLS, executiv
dent of United Artists Te
New York last night for

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MUNIO PODHORZER, U.S
ative of the Export Union
man Film Industry and
Casino Film Exchange, w
New York today from Eur

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RALPH MARTIN, of Sev
leave here on Friday for
in Europe.

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MRS. WILLIAM MILGRI
birth in Philadelphia to a
is associated with Milgrim
which DAVID MILGRIM is p

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CHARLES SIMPSON, vice-
Capital Releasing Corp.,
entered a hospital the
surgery.

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JACK JASLOW, independ
tor in Philadelphia, is
his duties because of illne

Futura Here Tom

The Lincoln Futura, c
Glenn Ford and Debbie
Metro-Goldwyn-Mayer's
With a Kiss," arrives in
tomorrow to begin two d
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Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, DAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, p. ley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-3100. Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year Qu:ley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second ct of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

stock, when approved by SBA.

The Senate committee also ap-
proved a $50,000,000 increase in SBA
lending power, only enough to tide it

tensive study of SBA operations. The
House has approved a bill giving SBA
the full $200,000,000 increase it
sought in its lending power.

s general man-
commercial di-
e will continue

20th Century-Fox presents A JACK CUMMINGS Production starring CURT JURGENS and MAY BRITT in "the BLUE ANGEL"

with THEODORE BIKEL · Directed by EDWARD DMYTRYK · Screenplay by NIGEL BALCHIN

COLOR by DE LUXE · Stereophonic Sound CINEMASCOPE

"I live for love!"

It pleased her to know her husband was watching ...and hurting inside!

But she always came back... to remind him he wasn't man enough to break away!

could a man have a better reason for throwing his life away?

Set Plan to Aid Small Theatres

(Continued from page 1)

and S. H. Fabian, ACE executive committee chairman, told the trade press at a conference following the committee sessions.

Johnston read a statement prepared by him and Fabian as follows: "ACE pointed out that the most important problem facing our industry today is the life of the small theatre in distress. They further pointed out to representatives of distribution that the original system of conciliation can be the most effective means of solving this problem.

Called 'Community Asset'

"In response it was the unanimous opinion of distribution that everything possible be done in the shortest time to make conciliation effective in order to help the small theatre in distress. The small theatre is not only the center of entertainment but a genuine community asset and the community's life is centered around it. It performs an invaluable service to the public. It stimulates business in the community and serves to stimulate attendance.

"The distributors further stated in support of this belief that the grassroots theatre represents the foundation of the industry and must be preserved, that they will alert all in their organization from the home office to local salesman in the field to cooperate and participate to make conciliation effective for this purpose."

Questioned Directly

Asked specifically how conciliation will be employed to aid the small theatre, Johnston said "almost any subject involving distribution and exhibition can be taken up under the system." He mentioned terms, product and runs and added there will have to be greater cooperation among competitors in the small communities.

ACE is to set up committees to work with exhibitors on the local level and facilitate their use of the conciliation machinery.

Both Johnston and Fabian pointed out that while conciliation has been in effect for some time use of it has been negligible. Fabian admitted that exhibitors were at fault for not taking fuller advantage of it. "With the new implementation by top officials of the film companies and with ACE pushing it, there will be a revitalization of conciliation," he declared.

Urges Large Theatres to Act

Fabian also expressed the hope that large theatres will in future resort more to conciliation in solving their problems.

The MPA-ACE committees yesterday also discussed various ideas proposed on how to secure more product by that subcommittee, but these "have not yet jelled," Johnston said. The subcommittee on advertising presented many suggestions, he reported. These included a recommendation that advertising budgets be extended to grass roots campaigns more extensively and such other matters as ad credits and stills for theatres.

The product and advertising committees are to meet again in September and then make a new report to ACE-MPA later that month.

Research Talk Postponed

A discussion of research being reported on by the Compo committee was deferred yesterday.

Those attending the meeting included company representatives A. Schneider and A. Montague, Columbia; John Byrne, Loew's; Barney Balaban, Paramount; Spyros Skouras, 20th Century-Fox; Robert Benjamin, United Artists; Adolph Schimel, Universal; Benj. Kalmenson and Max Greenberg, Warner Bros.; Edward Morey, Allied Artists; Irving Ludwig, Buena Vista;

Representing ACE were Si Fabian, Max Cohen, Irving Dollinger, George Kerasotes, Al Pickus, Emanuel Frisch, and Sol Schwartz. For MPAA, Johnston, Ralph Hetzel, Kenneth Clark, and Sidney Schreiber.

Defines Biggest Problem Of Small Exhibitor

Asked what the biggest problem of small theatres is at the MPAA-ACE press conference yesterday, S. H. Fabian exclaimed "lack of business!" The solution, he said, lies in the exhibitor securing "breaks" from the distributor, landlord, and others to preserve his existence.

Two Senate Units Start Censor Hearings Friday

From THE DAILY Bureau

WASHINGTON, Aug. 25. — Two Senate judiciary subcommittees scheduled public hearings to start Friday on proposed constitutional amendments strengthening state censorship and police powers over questionable films.

Obviously, the proposals won't go very far this late in the session. Nonetheless, the fact that hearings will be be held at all indicates the interest in the problem.

Headed by Kefauver

The subcommittees—on juvenile deliquency and constitutional amendments—are headed by Senator Kefauver (D., Tenn.). One proposal is his own suggested Constitutional amendment to clarify the right of Congress and the states to enact legislation with respect to obscene material. This is the proposal Kefauver aides say is aimed at "hard-core pornography"; it would do nothing to help the states censor the type of films the Supreme Court has been sustaining in recent years.

Another proposal on which hearings will be held is one Kefauver says he fears is too broad. It would permit a state to enact legislation "on the basis of its own public policy on questions of decency and morality."

Lead-off witnesses will include Postmaster General Summerfield and religious spokesmen.

Heiber Heads New A.I.P. Phila. Sales Office

American International Pictures has established an Eastern district sales office in Philadelphia and appointed Edward Heiber to head operations there, it was announced by James H. Nicholson and Samuel Z. Arkoff.

Heiber will inaugurate the new AIP regional office Sept. 1 with screening for exhibitors of "Sign of the Gladiator," color special starring Anita Ekberg, which will be released Sept. 23. On that day it will have a 105-theatre saturation premiere in Boston and the surrounding area.

Some TV Commercials Transferred from W.B.

From THE DAILY Bureau

HOLLYWOOD, Aug. 25. — Increased studio activity combined with growth of Warner Bros. television commercial division has necessitated transfer from the Burbank studios of some film commercial production activities to General Service Studios, effective immediately.

Will Cowan, now at Warner studios as Filmways vice-president, in charge of West Coast TV commercial production, will head up the television commercial operation at General Serv-

Senate Group Approves Small Business Finance

From THE DAILY Bureau

WASHINGTON, Aug. 25. — The Senate banking committee approved legislation to make it easier for small business investment corporations to finance small businesses.

The corporations, authorized last year to help small firms get money, are now authorized to purchase only convertible debentures in small companies. The new bill, sought by the Small Business Administration, would permit the firms to buy other securities, such as common or preferred

over until next year when the committee wants to undertake a more ex-

AB-PT Confab

(*Continued from page* 1)

cuits and distribution executives will attend the conference, which will last three days.

Two films, both selected for their exceptional entertainment value, have been designated as "project pictures" for discussion at the conference. These are Paramount's "But Not for Me," starring Clark Gable and Carroll Baker, and Warner's "The F. B. I. Story," starring James Stewart, Vera Miles and Nick Adams.

One Producer Invited

In keeping with AB-PT policy that has been established for these semi-annual promotion conferences, the producers and distributors of only one of the "project pictures" have been invited to join in the discussions and to familiarize themselves with the handling of the project. At the Winter Haven meeting, Paramount representatives will be AB-PT's guests.

Sidney M. Markley, AB-PT vice-president, author of the plan, reported that 35 of the group of 50 exploitation-advertising-publicity experts who will attend the sessions will go on the road to visit every city and theatre which will play the two "project" pictures, and will work with the individual theatre managers in preparing and executing the promotion campaigns. Each campaign will be specially tailored for the project pictures and the individual theatres.

Five Circuits Involved

The five Southern AB-PT circuits involved in the conferences are Interstate of Texas, Paramount Gulf, Florida State Theatres, Wilby-Kincy and Penn Paramount. Representatives of these circuits who will attend are: H. F. Kincy, Charlotte, N. C.; James H. Harrison, Atlanta; Lou Finske, Jacksonville; Kermit Carr, New Orleans; Robert J. O'Donnell, Dallas; Ben Rosenberg, Wilkes-Barre, Pa.

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PERSONAL MENTION

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, and ROGEN H. LEWIS, vice-president in charge of advertising-publicity, have returned to New York from Hollywood.

•

DAVID A. LIPTON, Universal International vice-president, will arrive in New York today from the Coast.

•

CHARLES B. MOSS, president of B. S. Moss Theatres, returned to New York yesterday from Hollywood.

•

B. G. KRANZE, vice - president of Stanley Warner Cinerama Corp., has returned to New York from South America.

•

JAMES H. NICHOLSON, president of American International Pictures, has arrived in New York from Hollywood.

•

ALFRED KATZ, publicist, returned to New York from London yesterday via B.O.A.C.

•

BRUCE EELLS, executive vice-president of United Artists Television, left New York last night for the Coast.

•

MUNIO PODHORZER, U.S. representative of the Export Union of the German Film Industry and president of Casino Film Exchange, will return to New York today from Europe.

•

RALPH MARTIN, of *Seventeen*, will leave here on Friday for a vacation in Europe.

•

MRS. WILLIAM MILGRIM has given birth in Philadelphia to a boy. Father is associated with Milgrim Theatres, of which DAVID MILGRIM is president.

•

CHARLES SIMPSON, vice-president of Capital Releasing Corp., Atlanta, has entered a hospital there for leg surgery.

•

JACK JASLOW, independent distributor in Philadelphia, is absent from his duties because of illness.

Futura Here Tomorrow

The Lincoln Futura, co-star with Glenn Ford and Debbie Reynolds in Metro-Goldwyn-Mayer's "It Started With a Kiss," arrives in New York tomorrow to begin two days of promotional appearances on behalf of the picture, current at the Capitol Theatre. Following its New York appearance, the Futura travels to Boston, Buffalo, Pittsburgh, Cleveland and Dearborn to wind up its tour. It started from the MGM studios in Culver City on Aug. 6.

Set Plan to Aid Small Theatres

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The corporations, authorized last year to help small firms get money, are now authorized to purchase only convertible debentures in small companies. The new bill, sought by the Small Business Administration, would permit the firms to buy other securities, such as common or preferred stock, when approved by SBA.

The Senate committee also approved a $50,000,000 increase in SBA lending power, only enough to tide it over until next year when the committee wants to undertake a more extensive study of SBA operations. The House has approved a bill giving SBA the full $200,000,000 increase it sought in its lending power.

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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fansel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors, Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone Hollywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St Leicester Square, W. 2. Hope Williams Burrup, Manager, Peter Burrup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-3100. Cable address: "Quigpubco, New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

AB-PT Confab

(Continued from page 1)

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Sidney M. Markley, AB-PT vice-president, author of the plan, reported that 35 of the group of 50 exploitation-advertising-publicity experts who will attend the sessions will go on the road to visit every city and theatre which will play the two "project" pictures, and will work with the individual theatre managers in preparing and executing the promotion campaigns. Each campaign will be specially tailored for the project pictures and the individual theatres.

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Executives to Attend

Guests at the conference will include Carroll Baker; William Perlberg, co-producer of "But Not for Me;" George Weltner, Paramount Pictures vice-president in charge of world sales; Jerry Pickman, Paramount vice-president in charge of advertising-publicity-exploitation; Hugh Owen, vice-president of Paramount Film Distributing Corp., Gordon Bradley, Paramount Southeastern division manager; Fred Mathes, Paramount Jacksonville branch manager; Tom Bridge, Dallas branch manager, and Joseph Friedman, exploitation manager.

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MGM Field Men Wind Up 'Ben-Hur' Planning Meet

Metro - Goldwyn - Mayer yesterday completed a two-day conference for a group of key field representatives to outline in detail the promotion and advertising plans for the release of "Ben-Hur" late in the Fall.

Participating in the meeting for the representatives were Robert Mochrie, Oscar Dooh, Dan Terrell, Si Seadler, Emery Austin, Bernie Serlin, Bert Herschfeld, Harry McWilliams, Bob Schwartz of MGM, Arnold Maxim, president of MGM Records; Arthur Pincus of Loew's International, and Ernest Emerling, vice-president of Loew's Theatres.

The field representatives who attended were: Judson Moses, Atlanta; Norm Levinson, Dallas; Norman Pyle, Chicago; Ed Gallner, Philadelphia; John L. John, Pittsburgh, and Hilda Cunningham, Toronto.

20th-Fox Meet

(Continued from page 1)

meeting of the company since the system of local autonomy was inaugurated, and will cover complete sales and merchandising plans for the upcoming product.

Loew's, Inc., Board Meet Is Postponed to Sept. 3

The meeting of the Loew's, Inc., board of directors which had been scheduled for yesterday was postponed to Sept. 3.

Considerable interest had centered on the meeting because of persistent Wall Street reports that the directors might act to restore payment of dividends on the common stock, discontinued about four years ago. Presumably, that action, if any, will be decided at the Sept. 3 meeting.

ANOTHER BIG ONE...

advertised in LIFE to 32 million readers

20th Century Fox's

"the BLUE ANGEL"

... in the Biggest advertisement in Motion Picture History!

LIFE August 31 Issue

LIFE

THE BIG ONE IN MOVIE SELLING

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Marcus Seeks

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committee Monday by Ben Marcus, one of the COMPO trimvirate, provides for special exploitation of specific pictures on the local level, with radio and television used where possible in addition to newspaper advertising. In its Wisconsin operation, the plan made use of the institutional radio record of jingles distributed by COMPO, tying the institutional message directly up to radio plugs for specific pictures at individual theatres.

Marcus cited boxoffice figures on several pictures to which the plan had been applied in the Milwaukee exchange area. The figures revealed that this individual type of exploitation brought about a phenomenal increase in boxoffice receipts for both small pictures and pictures that had already established their drawing power.

Confident of Success

"By widespread use of this plan," Marcus asserted, "I firmly believe we could increase the national attendance at theatres by fifteen to twenty million people a week."

Marcus also stressed that in putting the plan into effect care must be taken to keep the operation on an exchange area level.

"Enthusiastic as I am about this program," he said, "I think it would be most unwise to try to put it into effect on a national scale at once. On the contrary, I think we should take it up, step by step, in exchange territories, so that in each area the program would be adapted to local requirements. This, I believe, is most important, and I am prepared to make great personal sacrifice of time and effort to get it put into operation in this manner."

The response to Marcus' outline, on the part of the COMPO merchandising committee members, was most enthusiastic. Various angles of the plan were thoroughly explored in a long discussion and suggestions put forth for procedure in getting the plan before all sections of the industry.

Before returning to Milwaukee later in the week Marcus hopes to arrange for meetings for the general sales managers and advertising heads.

aircraft: COMET 4!
(pure jet!)
flight: MONARCH
(de Luxe and First Class only)
frequency: NIGHTLY
(leaves New York at 9 p. m.)
destination: LONDON!
BOAC
reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Vancouver, Winnipeg, Toronto.

The Blue Angel

CONTINUED FROM PAGE 1

Jurgens, the international star who contributed so importantly to the success of "Me and The Colonel" and "The Inn of The Sixth Happiness." Here he has the kind of character role most actors would go hungry for. As a middle-aged professor who falls under the spell of a young dance hall tramp, he declines dramatically from respectability and honor to gin-sodden destitution and near madness. It's a big, theatrical performance, carefully thought out and meticulously executed—the work of an actor of true stature. The essential honesty of the melodrama—and it is melodrama of an old-fashioned sort—largely reflects the honesty of this performance.

Although the picture is played completely straight, two songs, "Falling in Love Again" (introduced in the original film) and "Lola Lola," a saucy new song written by Jay Livingston and Ray Evans, are featured in several musical hall sequences which have been staged by Hermes Pan with great style. Both songs are delivered by Miss Britt in an effectively throaty, sensuous manner. The "Lola Lola (is made for love)" number, with the star backed by an ensemble of five world-weary and bored demimondaines, is funny as well as sophisticated.

The production also gains much from the fact that all the exterior scenes were filmed on location in present-day Germany, the locale of the story. The atmosphere of a small German town, its streets, facades, railroad stations, the surrounding picture-postcard countryside, all have the look of truth as caught in CinemaScope and DeLuxe color.

Nigel Balchin's screenplay, directed by Edward ("The Young Lions") Dmytryk, recounts in straightforward fashion the decline and fall of Jurgens, an elderly and somewhat prissy bachelor, after he meets and falls in love with Miss Britt, the star of an itinerant music hall troupe. For a while she returns his love but she warns him, when he asks her to marry him, that her affections are likely to wander in the very near future. That's the way she is.

He takes the gamble, marries her, and quickly finds himself out of a job. Soon he is reduced to doing odd jobs for the troupe, takes to drink and endures all sorts of degradation just to be near the girl who, of course, begins to find him an unshaven nuisance and a drag. Just when he submits to the ultimate degradation, playing a clown when the troupe returns to his old home town, the girl stages a love scene for his benefit that almost drives him out of his mind, but instead sends him away to rehabilitation and his old loveless, but genteel, way of life.

Because the screenplay is not heavy on motivation, the success of the film depends almost entirely on Jurgens' portrayal, and he has a field day. Miss Britt's role also is somewhat sketchily written, but her natural charms more than make up for this lack of dramatic substance. The supporting cast, headed by Theodore Bikel, as the head of the troupe, and John Banner, as Jurgens' fellow professor, is excellent.

Running time, 107 minutes. General classification. Release, in September.

VINCENT CANBY

House Group Rejects Film War Claims Payments

From THE DAILY Bureau

WASHINGTON, Aug. 25. — A House Commerce subcommittee turned down the bid of seven film companies that they be repaid for rental income realized by the Japanese government on their films, seized in the Philippines during World War II.

The subcommittee approved a war claims bill minus this feature specifically requested by the film companies. Committee members said the film industry's request had been considered and rejected.

Estimated at $2,000,000

Attorney Harold Leventhal, representing the seven companies, had estimated the claims at about $2,000,000, for Columbia, Loew's, Paramount, RKO, 20th Century-Fox, United Artists and Universal. Subcommittee members said their bill provides compensation only for losses on tangible property and not for those on intangible properties such as rentals.

The Japanese seized the films, exhibited them while they occupied the Philippines, and retained the rental income. The film companies argue there is no reason why compensation should not be paid for this type of loss.

House Passes Bill

(*Continued from page 1*)

both in effect deny the states power to tax out-of-state companies which merely send salesmen into a state to solicit business to be filled from outside the state. Both would sustain a state's power over firms that have sales offices, inventories, warehouses, or other places of business within the state.

The House bill would apply only to 1959 and 1960, while the Senate bill is permanent legislation. The House bill provides for a Congressional study, while the Senate bill provides for a study by a commission consisting of Senate and House members, Presidential appointees and state officials.

PEOPLE

Barry O. Gordon, formerly with the television division of Canadian Broadcasting Corp., has joined Trans-Video Productions in Toronto as general superintendent of laboratory operations. **Alan B. Cullimore,** English-born writer-cameraman-director, has joined Trans-Video as a director, as has **Firikur Hagan,** who has been named assistant to the vice-president in charge of production.

□

Joe Solomon, who held the Philadelphia local area franchise for American International Pictures, is continuing to operate his organization as an independent distributor. **Bob Shisler,** who was associated with him as a salesman, has joined the staff of Columbia Pictures there.

□

Harry Durham, formerly a director of the U. S. Signal Corps in Europe, has been named sales manager of Southeastern Films, Atlanta, producer of films and film strips.

□

Frank Morris, formerly film editor of the *Winnipeg Free Press,* has joined the *Toronto Globe and Mail.* He succeeds **Stan Helleur,** who is now associated with the Diners' Club.

□

Mike Felt, former exhibitor in Philadelphia and chief barker of Variety Club, Tent No. 13, has been named chairman of the Heart Fund Drive in that city.

National Theatres

(*Continued from page 1*)

John B. Bertero stated the new name reflects additional activities in which NT&T is now engaged.

Questioned by Jerry Harrington, a stockholder present at the meeting, on what percentage of business TV will represent in the company's operation, Bertero repeated treasurer Alan May's estimate of an anticipated gross revenue of 50 per cent from the company's subsidiary television station operation and income from distribution of product acquired and planned in its recent merger with National Telefilm Associates.

'Pacific' Hits $603,377

"South Pacific," currently playing in 67 neighborhood theatres in the metropolitan New York area, rolled up the record gross of $603,377 during the first five days and looks certain to gross well over $1,000,000 at the conclusion of these engagements, according to Joseph M. Sugar, vice-president and general sales manager of Magna Theatre Corporation, the producers of this picture.

THE NEW PETITE ROOM WITH COLOR TV
available for
"SUMMIT SESSIONS"
THE LITTLE CLUB
LUNCHEON • COCKTAILS
DINNER • AFTER-THEATRE
70 East 55th Street

70mm. 'Sheba'

(Continued from page 1)

ducted under the direction of Roger H. Lewis, U.A. vice-president in charge of advertising, publicity and exploitation.

Heineman said that a maximum of 40 Super Technirama 70 prints will be available for the U.S. and Canadian market for Christmas openings. Initial playdates will be limited to 30 top cities in the domestic market chosen from among 36 key cities here and in the Dominion.

Some Shows Continuous

In some cities the policy will be 10 performances a week; in others "Solomon and Sheba" will run continuously, Heineman said. Running time of the picture is two hours and 22 minutes and an intermission will be standard for the 13 initial engagements set for abroad. The first will be at the Astoria Theatre, London, Oct. 27.

The New York engagement will be on a continuous run policy. A theatre has not been set yet but talks are being held with Loew's Theatres officials with the Capitol in mind. The theatre will undergo extensive remodeling and refurbishing this fall and will reopen for the year-end holidays.

Heineman said there are now "over 100" theatres equipped for the wide film process, but noted that they will not all be available to any one distributor or picture, inasmuch as MGM's "Ben - Hur," Universal's "Spartacus," Buena Vista's "The Big Fisherman" and "Sleeping Beauty," and other releases in 70mm. will be on the market at the same time.

Five Suppliers Used

He said, however, that five manufacturers now are supplying the 70mm. equipment and exhibitors interested in playing "Solomon and Sheba" are volunteering to install the equipment if they can be assured of getting the picture.

U.A. will not offer the picture in 35mm. until all 70mm. possibilities have been exhausted, Heineman said. "We will not be in competition with the 70mm. playdates," was the way he put it. He said that if there were any doubts about the suitability of a theatre's equipment, U.A. might insist on prior inspection and approval.

He said the decision to launch the picture in the Super Technirama process was made after he and Seymour Poe, Small's representative, saw the picture screened in London recently in both widths and were startled by the contrast.

Heineman Lauds Wide-Screen

Heineman said: "We know what Cinerama accomplished in stimulating new interest in motion pictures. We also know the contribution of CinemaScope in the phenomenal success of 'The Robe.' There was the Todd-AO process for 'Around the World in 80 Days.' Now, when we couple the tremendous spectacle of "Solomon and Sheba' with the brilliant projection of Super Technirama 70, we feel that we are moving towards another new milestone in screen entertainment."

Lewis announced that the promotional campaign for Super Technirama 70 will encompass both the public and the trade. The Technicolor Corp. will cooperate in the educational program. All promotional media available will be used to acquaint the public with the startling qualities of the system and to awaken in them a strong "want-to-see" feeling. In addition to large scale ads in newspapers and magazines, the campaign will be taken to consumer publications such as photographic magazines, hobby magazines, rotogravure sections of newspapers and weekend supplements.

For the trade, a parallel advertising campaign will aim at creating maximum awareness among exhibitors of the public interest in Super Technirama 70 and the money-making possibilities it has for them. Like the campaign for the public, this one will also be tied to the grandeur and spectacle of "Solomon and Sheba," the stars and the direction of King Vidor.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

STARTING Sept. 12 over NBC-TV, Henry Fonda adds another facet to his acting career when he appears as star of a new series, "The Deputy," in which he plays "Chief Marshall Simon Fry," of Silver City, Ariz. Program, filmed by Revue Productions, is scripted by Roland Kibbee and Norman Lear, produced by Michael Kraike with William Frye, executive producer. Kellogg's, thru Leo Burnett, Inc., will sponsor it on alternate weeks. . . . Had occasion to listen to William B. Williams' platter-chatter over WNEW past few weeks. Now we know howcome this lad's daily programs rate so high. Smooth delivery. . . . In reporting the pending acquisition (upon FCC approval) by the Richmond Brothers of station KBUX in Las Vegas, we inadvertently had it WBUX. So, to placate Bob Richmond, who looks like and possesses the kern wit and effervescent personality of Carl Reiner, we hasten to make this correction. Incidently, Bob, is one of the cleverest ventriloquists around, is likewise quite a magician, having studied under the Great Blackstone. (Oh yeah? then howcome he couldn't have used his talents to have changed the "W" to a "K" in the first place so that this paragraph might have been unnecessary?) . . . Al Helfer, who used to be the "verce of dem Brooklyn Bums" (before they left the immediate environs of Flatbush for the more effete Chavez Ravine) and currently finishing his 22nd year as Gillette Sportscaster, has been signed by Max Cooper Assts. to do the play by play telecasts of the Cuban Baseball Games to start end of Oct. . . . While Allen Swift is in Mexico to produce a series of Spanish Commershills his partner Gene Deitch is en route to Czechoslovakia to supervise production of yet another foreign language animated teleseries. . . .

☆ ☆ ☆

Charles Sanford, whose brilliant work as music conductor of the (Max Liebman) "Your Show of Shows" was often credited by Max himself as having had "much to do with the program's great success," will again join forces with Sid Caesar, having just signed to conduct a full orchestra for several forthcoming "CBSid Caesar Shows" this Fall. New program will be produced by Leo Morgan who produced "The Caesar Hour" for three seasons and also the "Danny Thomas-Martha Raye" (All-star Revues) TVia NBC. Sanford flies to Hollywood Sunday to handle the music chores for the "Milton Berle Show" which will be seen over NBC Sept. 11. . . . Playwrite-Novelist Harold Flender, whose "Paris Blues" was recently purchased by Marlon Brando to be filmed in Paris next Spring, has just been awarded the Fulbright Grant which means he'll leave for Paris next month to devote a year there writing for French TV. . . . A 90-minute NBColorcast "A Toast To Jerome Kern," Tuesday, Sept. 22 (9-10:30 P.M.) will feature Bob Cummings as host and emcee and Howard Keel as singing star. It isn't by chance but actually planned that these roles be filled by "Ziegfeld Associates" for Bob's first bid for national fame took place as a song and dance man in the "Ziegfeld Follies" while Keel gained movie fame in the screen version of the Ziegfeld's Broadway production of Screen Gems' great Kern musical. . . . A brand new method of promoting a recording has just been adopted by Cadence Records. James Love Productions has shot a special film, featuring the Chordettes and their platter of "A Girl's Work Is Never Done" flipped with "No Wheels" which is being shown on TV and also in theatres and drive-ins, with special tie-ins whereby local music dealers do on-the-spot sales of both the sheet music and records.

Secure Restraining Order On S. C. Sunday Openings

Special to THE DAILY

SPARTANBURG, S. C., Aug. 25.—A temporary restraining order prohibiting enforcement of South Carolina "blue laws" against Sunday amusements has been extended by Judge C. C. Wyche, so Spartanburg county theatres can continue to open on the Sabbath until a three-judge Federal Court decides whether or not the statutes are unconstitutional.

Judges Wyche, Clement F. Haynesworth and George Bell Timmerman have been appointed to hear the case, but no date or place for the hearing has been set. Judge Wyche's restraining order, issued on the petition of theatre operators who feel the "blue laws" discriminate against them, specifically enjoins the sheriffs of six counties from enforcing the "blue laws" until the three-judge tribunal acts.

To Honor Reek

(Continued from page 1)

Joe Wills, Movietone commentator and script writer Jack Gordon, also of Movietone, is chairman of the dinner committee.

Meanwhile, tributes to Reek on his 40th anniversary continued to come from numerous men in public life who have known him personally through all or part of his journalistic career. Many of these letters were printed in the special issue of MOTION PICTURE DAILY yesterday saluting the achievements of Reek.

Among additional ones received yesterday were the following:

From Norris Poulson, mayor, Los Angeles: "I am happy to join those who are paying tribute to Edmund Reek, who has spent 40 years bringing newsreels to American audiences. No one will ever know how much enlightenment he has given us, except that it has been considerable. I wish him many more decades of active life in his chosen professions."

John T. Cox, sports information director, U. S. Naval Academy: "Newsreel standards are at a higher level as a result of his many contributions. Here's a hearty 'well done' from his Navy friends."

Urges Government Refuse Aid to Filming 'Ugly'

from THE DAILY Bureau

WASHINGTON, Aug. 25. Senate foreign relations committee chairman Fulbright (D., Ark.) urged the State Department and other government agencies to refuse to help in the filming of "The Ugly American." Fulbright said he recognized the Government could not prevent the film from being made, "no matter how scandalous it may be or how misrepresented our government may be." However, he continued, "it seems to me unwise to lend name and support of the government to the filming of what I consider to be a vastly exaggerated and libelous account of how our government is conducted."

There have been reports that persons connected with the film, including officials of Universal International Pictures, have been urging the State Department to cooperate with the film production, including permitting the use of the Bangkok Embassy for location shooting.

Book 'Pillow' in L. A.

Universal International's "Pillow Talk" has been booked for a fifth "world premiere" engagement at the Egyptian Theatre in Los Angeles, commencing Oct. 14. The film is already set in leading theatres in five of the biggest cities of the United States from coast to coast within a week, with premiere activities scheduled for every one.

THE FABULOUS

FABIAN

is
now
at
the
20th Century-Fox
studios
recording
the
title
song
of
his
first
motion
picture*

THE HOUND DOG MAN

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 41 NEW YORK, U.S.A., THURSDAY, AUGUST 27, 1959 TEN CENTS

Enactment Sure

Penn. House Group Passes Censor Bill

Follows Similar Measure Already Passed By Senate

Special to THE DAILY

HARRISBURG, Aug. 26.—The rules committee of the Pennsylvania House of Representatives late yesterday reported out favorably the proposed new motion picture censorship measure.

The companion bill was passed by the Senate some time ago. Indications are the bill now will be passed by the House some time next week and will be signed into law promptly by Gov. David H. Lawrence, who has made no secret of his approval of the measure.

The bill is regarded with extreme

(*Continued on page 2*)

Add Speakers to Allied Three-State Convention

Special to THE DAILY

CINCINNATI, O., Aug. 26. — New speakers have been added to the program of the Allied Ohio Valley Indoor and Outdoor Theatre Convention to be held here Sept. 15 and 16 at the Sheraton Gibson Hotel here. The convention is a three-state af-

(*Continued on page 2*)

'Blue Law' Voting Set In Anderson Sept. 15

Special to THE DAILY

ANDERSON, S. C., Aug. 26.—Citizens of Anderson will go to the polls on Tuesday, Sept. 15, to decide whether or not Sunday movies will be allowed inside the city limits, it was announced by the City Council.

Oscar Doyle, city attorney, said that a special committee had tentatively set Sept. 15 as the date for the referendum in which voters were to be asked if they wished to repeal a city ordinance specifically banning Sunday movies.

TELEVISION TODAY—page 8

40th Anniversary Tributes to Reek Are Paid by Skouras, Industry Leaders

Spyros P. Skouras, 20th Century-Fox president, paid tribute last evening along with more than 125 industryites to Edmund Reek, who celebrated 40 years in the motion picture industry at a dinner in his honor at the Waldorf-Astoria Hotel here.

Skouras led a number of speakers in praise of the Movietonews vice-president and producer. Toastmaster for the evening was Joe Wills, Movietone commentator and script writer. Jack Gordon of Movietone was chairman of the dinner committee.

Among the speakers, in addition to

(*Continued on page 2*)

Premiere of Soviet Pact Film Oct. 20 in D. C.

The premiere of the first of seven Soviet pictures comprising the cultural exchange agreement group will be held on Oct. 20 in the Dupont Theatre, Washington, D. C., it was learned yesterday. It is a Lopert Theatres house of between 500-600 seats, normally operating on an "art" or revival film policy.

Simultaneously, it is planned that the first of the 10 American films in the agreement will have its premiere

(*Continued on page 8*)

Richard Yates Joins MGM-TV Sales Division

Richard G. YATES has joined M-G-M-TV's syndicated and feature sales department as a sales executive, it was announced by Richard T. Harper, director of syndicated and feature sales for M-G-M-TV.

For the past 11 years, Yates has been Eastern sales manager for Hollywood TV Service, a subsidiary of Republic Pictures. Prior to that, he was assistant sales manager for Republic's theatrical film division. At M-G-M-TV, he will make his office in New York.

Texas Drive-Ins Fight 'Vague' Weather Report

Special to THE DAILY

DALLAS, Tex., Aug. 26.—The Texas Drive-In Theatre Owners Ass'n. has taken steps to correct the "vagueness" of many weather reports in this area which have been having a harmful effect on attendance.

Radio and television stations

(*Continued on page 2*)

Atlantic Pictures Corp. Is Formed on Coast

From THE DAILY Bureau

HOLLYWOOD, Aug. 26. — The formation of a new motion picture company, Atlantic Pictures Corp., was announced by Irving H. Levin, president. Other officers in the new company are Harry L. Mandell, vice-presi-

(*Continued on page 3*)

TV Official Hits Films in Air 'Editorial' For 'Liberal' Code Influence on Young

(The basis of the following news dispatch was one of a series of public affairs "editorials" which Lawrence H. Rogers, president of WSAZ radio and television stations of Huntington, W. Va., delivers at regular intervals. This was presented over those outlets early this week. Ed.)

Special to THE DAILY

HUNTINGTON, W. Va., Aug. 26.—"I went to the movies last week; and I don't think you're going to like what I discovered any more than I did."

That is the introduction to a recent broadcast "editorial" by Lawrence H. Rogers, president of WSAZ, Inc., of this city.

Disovowing any puritanical inclinations insofar as his or other adults' entertainment is concerned, Rogers said "the thinking of our youngsters . . . is a different matter."

"That's why I always admired the movie industry's successful self-regulation. Hays Office! Where are you now?"

Rogers said the picture he saw was "Anatomy of a Murder," starring Jimmy Stewart, "idol of men, women

(*Continued on page 8*)

At Convention

Legion Lauds Industry for Barring Reds

Would Continue Policy; Cites Some Exceptions

Special to THE DAILY

MINNEAPOLIS, Aug. 26. — A resolution commending "producers and other members of the industry" who have adhered to the industry's declared policy of 1947 not to employ known communists or other subversives was adopted by the national convention of the American Legion here today.

The resolution urged that the industry continue its efforts to rid itself of such individuals and called upon producers, guilds and unions "to maintain forthrightly their solemn promise to bar the employment of those who would bring discredit on the industry, such as identified communists and those with a record of writing communist propaganda, and such individuals who have by deceit and trickery reentered the industry."

The resolution names several pro-

(*Continued on page 3*)

20th-Fox Earnings Total $1,770,870, 26 Weeks

Twentieth Century-Fox yesterday reported consolidated earnings of $1,770,870 for the 26 weeks ended June 27. This compares with earnings of $5,233,009 for the same period last year.

Earnings for the second quarter this year were $840,893 and for the first quarter, $929,976.

The current 26-week earnings amounted to 76 cents per share on

(*Continued on page 2*)

Arthur Miller Elected DuArt V-P, Manager

Arthur Miller has been elected vice-president and general manager of DuArt Film Laboratories, Inc., and Tri Art Color Corp., motion picture film processors.

Miller, a veteran of 40 years in the

(*Continued on page 3*)

THE FABULOUS FABIAN

is now at the 20th Century-Fox studios recording the title song of his first motion picture*

THE HOUND DOG MAN

The hottest story in the industry today is the 20th success story!

*FABULOUS FABIAN joins the 20th tradition of introducing PAT BOONE and ELVIS PRESLEY in their first motion pictures!

PERSONAL MENTION

RICHARD L. PATTERSON, head of Paramount's production staff in Britain, returned to London yesterday from New York.

•

ED R. SVIGALS, Trans- Lux Distributing Corp., vice-president in charge of sales, left New York yesterday for Europe.

•

A. E. BREIDER, division sales manager for M-G-M in Cincinnati, has left there for Chicago.

•

JAMES GILLESPIE, advertising-publicity head at the 20th Century-Fox branch in Dallas, and MRS. GILLESPIE, recently celebrated their 40th wedding anniversary.

•

RAY STARK, producer, and JOHN PATRICK, writer, for Paramount's "The World of Suzie Wong," have returned to Hollywood from the Far East.

•

DR. HUGH M. FLICK, executive assistant to the N.Y. State Commissioner of Education, will return to Albany from a vacation on Sept. 1.

•

DOUG AMOS, general manager of Lockwood & Gordon Enterprises, Hartford, has returned there from Boston.

•

ROLF THIELE, European director, has arrived in New York from Germany.

•

JOHN L. JOHN, publicity representative for M-G-M in Cincinnati, has returned there from New York.

•

MILTON BROCKETT and W. C. "PAT" PATTERSON, bookers for Crescent Amusement Co., Nashville, have returned there from Atlanta.

Goldwyn Meeting Press

HOLLYWOOD, Aug. 26. — Samuel Goldwyn will hold an informal press conference tomorrow morning at his studio office on the occasion of his 77th birthday.

For over 40 Years Service and Quality has been Our Tradition.
Showmen all over America know they will get the best when they order
FILMACK SPECIAL TRAILERS
NEW YORK 630 Ninth Avenue
1327 S. Wabash Ave., Chicago 5, Ill.

Reek Dinner

(*Continued from page* 1)

the 20th-Fox president, were W. C. Michel, 20th executive vice-president; Charles Einfeld, 20th vice-president; Alex Harrison, 20th general sales manager; Richard Walsh, president, IATSE; Martin Quigley; C. E. McCartney, 20th comptroller; Russell Muth, former European director of Movietone; Al Gold, generally regarded as the industry's top veteran cameraman; Caleb Stratton, general manager, News of the Day; Tom Meade, Universal News; Tom Connors, former 20th general sales manager; Alan Freedman, president De Luxe Laboratories; Fred Fordham, president of the cameraman's union, and Earle Sponable, 20th-Fox director of research development.

The dais included, in addition to Reek, Skouras, Michel, Einfeld, Harrison, Freedman, Quigley, Muth, Gold, Walsh, George Skouras and 20th-Fox board member Thomas Pappas.

Reek was hailed by the speakers variously as "a noted industry leader" and "a dynamic and potent factor in the development of pictorial journalism."

20th-Fox Earnings

(*Continued from page* 1)

2,338,536 shares of common stock in the hands of the public as compared with $2.29 per share on 2,280,386 for the same period in 1958.

Film rentals for the six-month period this year, including television, totalled $50,606,873. For the equivalent period last year they were $61,546,005.

Total operating income was reported as $55,103,921 for the 1959 period as compared to $66,078,014 for the previous year.

Israeli Show for M. H.

Thirty-three performers of Israel will be flown to New York to take part in an all-Israeli stage spectacle to be presented at the Radio City Music Hall here as its next stage attraction, it was announced by Leon Leonidoff, senior producer at the theatre.

The stage feature will open in late September and will be presented with the Music Hall's next film attraction, "The FBI Story."

Rename Stanley Theatre

BALTIMORE, Aug. 26. — The Stanley Theatre here, operating under that name by more than a quarter of a century, will change its name to the Stanton Theatre Oct. 1. The house was bought by R.F. Theatres more than a year ago. It originally was a Warner Bros. house and later belonged to the Stanley Warner circuit under whose banner it operated until the sale to R.F. Theatres.

Three State Governors To Attend 'Porgy' Bow

The governors of Ohio, Indiana and Kentucky have accepted invitations to the tri-state premiere of Samuel Goldwyn's "Porgy and Bess" at Cincinnati's Valley Theatre on Oct. 1.

Also expected to be on hand to greet the chief executives of the three states, as well as the city's business, art and society leaders, are Goldwyn and Mrs. Goldwyn, whose present plans call for them to be in the East at that time.

Add Speakers

(*Continued from page* 1)

fair being sponsored by Allied units of Indiana, Kentucky, and West Virginia.

Additional speakers will include Senator Jennings Randolph of West Virginia; Abram F. Myers, National Allied board chairman and general counsel; and Allied leaders Al Myrick, Jack Whittle and Charles Niles. Already announced to speak are Hon. Harry Pauley, speaker of the West Virginia House of Representatives, and James Nicholson, president of American-International Pictures.

Myers to Give Report

Myers will report to the convention on Allied's "white paper" campaign and the American Congress of Exhibitors. Myrick, Whittle, and Nilas will discuss problems and accomplishments in their respective territories. Time is also to be allotted for a full forum discussion of terms and film problems.

Marc Wolf will be master of ceremonies at the convention banquet Sept. 16. Rube Shor is convention chairman.

Texas Drive-ins

(*Continued from page* 1)

throughout the state have made announcements of tornado alerts on many occasions that exhibitors feel have insufficiently defined the area covered. In addition, the stations often fail to announce the "all-clear" signal.

Alarmed by the effect on business, the Drive-In Ass'n. board instructed its general counsel, Edwin Tobolowsky, to file a complaint with the Federal Communications Commission. The FCC advised that it does not supervise nor is responsible for the context of weather warning messages.

Tobolowsky then contacted the regional office of the Weather Bureau at Fort Worth, which suggested that if the Association's members can furnish specific instances of radio or TV stations' failure to properly define the area of the alert or to announce the all-clear signal the Bureau will endeavor to correct the situation as far as possible. The Association is urging its members to provide the required data.

Censor Bil

(*Continued from page* 1)

concern by industry legislative o servers who feel that it could be sponsible for major difficulties a expense for both exhibitors and c tributors.

The bill is so written that it n avoid the U.S. Supreme Court ban prior censorship of films. It wo permit the state board of censors ask for prints of any picture for spection after the picture has ope to the public.

The board would have the powe cut the film, ban it, or rate it as ad In this manner the burden of pr that a picture is not obscene wo be upon the exhibitor.

Compo Voiced Warning

In an analysis of the bill last mon Compo warned that its passage wo confront Pennsylvania exhibitors w the danger of having to close th theatres for long periods. This co result from a censor board ban o picture after its theatre opening a after advertising and publicity ma rial had been put into use. The c sequent problem of booking a repla ment often could be protracted.

Also, the designation of a picture "adult" could seriously affect dri in theatre business which is depend to such a large extent on family gr patronage. For violations of a ban children under 17, an exhibitor wo be liable to a fine of $1,000 and a months jail sentence for each offe

Church Group to Fost Making of Clean Fil

The Rev. Dr. S. Franklin Ma executive director of the Natio Council of the Churches of Christ the U.S.A., yesterday said his gr would urge moviegoers to write cr cal letters to producers of morally h films.

Dr. Mack said the Council will resort to censorship in its campa to encourage production of films t do not stress sex and violence.

Dr. Mack's statement was made a meeting here of the National Co cil's Special Committee on Films a Broadcasting. It followed a statem made in the Coast earlier in the w by George A. Heimrich, director the Hollywood branch of the Coun who contended that there has b an increase currently in the num of films which emphasize sex and v lence.

Heimrich's statement yester drew—from Hollywood—a reply fr Samuel J. Briskin, head of product at Columbia Pictures, who defen the industry by saying, "For ev mistake we have made we have d a hundred good things." The pub he said, "will soon enough tell what it wants or what it does want."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Ho wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mot Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-31 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagl Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

'Ben-Hur' Items for All Rooms in House

So many manufacturers of home oducts want to have a tie-in with GM's forthcoming "Ben-Hur" that now looks as if there will be some- ng for every room in the house, e film company said yesterday.

The boom is so extensive, it said, it MGM has set up a special de- rtment to handle commercial "tie- s" as part of the picture promo- n. The Stone Associates have been ndling royalty items and report that ey now have closed arrangements all kinds of by-products for the me.

'Ben-Hur Cookies'

Examples: In the kitchen and din- room will be found "Ben-Hur okies," manufactured and dis- buted world-wide by the Victoria cuit Company of Holland.

In the living room will be "Ben- ır" draperies and "Ben-Hur" phono- ıph records, not to mention a "Ben- ır" wall paper and carpet design. In the babies' room will be "Ben- ır" plastic tiles that attach to the ll as ornaments and "Ben-Hur" by sun suits, and diaper sets.

tlantic Pictures

(*Continued from page* 1)

nt and secretary, Esther Schwartz, asurer, and Jean Solome, assistant retary.

The new firm has come into being a result of the final dissolution of former AB-PT Pictures Corp., a sidiary of the American Broadcast- -Paramount Theatres Corp. Resign- from the board of AB-PT Pictures t week were Leonard H. Goldenson, sident of the parent company; Sid- y M. Markley, vice-president, and non B. Siegel, vice-president and asurer.

Three Elected to Board

The new board, as announced by vin, will include Joseph O. Bara- f, senior partner of the Los Angeles counting firm of Baranoff & Perel- n; Aaron Arthur Levine, Los An- es automotive magnate, and mo- n picture producer Collier Young. The reuniting of Levin and Mandell h Young marks the joining once ain of the trio who, with Ida Lu- o, made up Filmakers Corp. a few rs ago.

Atlantic Pictures acquires four gatives and nine literary properties m AB-PT. Levin states that he ex- cts to go into production in the y near future. Plans for distribution being discussed presently with h Warner Brothers and Paramount.

ig 'Disciple' 1st Week

Jnited Artists' "The Devil's Disci- " scored powerfully in its first week the Astor and the Trans-Lux Nor- ndie theatres here, UA reports, ling that the film grossed $42,463 the Astor and $14,200 at the Nor- ndie.

Legion Lauds Film Industry

(*Continued from page* 1)

ducers who it says "are currently utilizing in their productions talent of persons contrary to the industry's declared policy on the question."

It names: "Lopert Films (with Charlie Chaplin and Jules Dassin), Seltzer Films (Nedrick Young, alias Nathan E. Douglas), Bryna Prods. (Dalton Trumbo); Kramer Prods. (Nedrick Young, alias Nathan E. Douglas); King Bros. Prods. (Dalton Trumbo, alias Robert Rich); United Artists, (releasing agents for films in which some of the above-named individuals were employed), and Universal International (releasing agent for a film in which one of the above-named individuals was employed.)"

1947 Declaration Recalled

The resolution cites the Hollywood producers' so-called "Waldorf Declaration" of 1947 as a "forthright policy" and the major companies—Allied Artists, Columbia, Walt Disney, Loew's, Paramount, 20th Century-Fox, Universal and Warners—for "having reaffirmed this declaration" and because they "still adhere to (its) principles." Resolution is regarded as the best the industry could hope for from the national convention after the strong action taken earlier by the California American Legion at its state convention, and which was carried to the national convention here in the expectation that the national body would adopt a strongly-worded resolution of censure.

Plea by Kahane

However, B. B. Kahane of Columbia Pictures, representing the Association of M. P. Producers, Hollywood, appeared here to point out the unfairness of any all-inclusive resolution critical of the industry in view of the records and continuing efforts of the major studios to bar the employment of known communists. The result was the much more restricted criticism of the exceptions and the outright commendation for the major companies.

Sack Signs to Show Smell-O-Vision Film

The first contract for the showing of Michael Todd, Jr.'s "Scent of Mystery," filmed in Smell-O-Vision, was signed here by Benjamin Sack of Boston this week. An agreement was made reserving the Gary Theatre, in Boston, for a one year minimum engagement of the picture after it premieres in Chicago and New York.

Smell-O-Vision has already been installed in Todd's Cinestage Theatre in Chicago. Installation of the "Smell Brain" in the Gary Theatre will begin in the next month.

Danny Host to Newsmen

Members of the New York press yesterday received invitations in the form of an old-fashioned railroad ticket to a party to be given by Danny Stradella at his Manhattan steak house—Danny's Hideaway—on Sunday night by way of observing his film debut in Hal Wallis' "Last Train from Gun Hill" and his newest vehicle, John Wayne's "Alamo."

The guests, who are asked to appear in Western garb, received tickets good for a trip to The Hideaway's barroom and chuck wagon, in addition to a drawing for a door prize.

Maraham Heads Drive

Joseph Maharam has been appointed chairman of Cinema Lodge's annual sale of $25 contribution share certificates, it was announced by Alfred W. Schwalberg, the organization's president. This is the principal fund-raising function on behalf of the B'nai B'rith agencies. Assisting Maharam on various committees are Sol Rissner, Milt Livingston, Jack Weissman, Martin Levine, Jack Hoffberg and Noel Meadow.

MPEA to Participate In Hong Kong Board

A tentative agreement for the Motion Picture Export Assn. to participate in the plan to set up a film board in Hong Kong was endorsed by the MPEA board at a meeting here late Tuesday. The board also discussed at length complications in Turkey and Egypt brought on by new remittance and exchange regulations. In addition the MPEA group took up the impact on its members of recent economic and financial decrees in Indonesia.

In other action the board instructed its representatives in Brazil on several issues in labor negotiations there.

Arthur Miller Elected

(*Continued from page* 1)

film industry, was formerly vice-president and East Coast manager of Pathe Labs, and prior to that vice-president of Republic Pictures and general manager of the Consolidated Film Industries plant at Fort Lee, N. J.

Miller's appointment is effective Aug. 31.

Davies to Festival

WASHINGTON, Aug. 26. — Valentine Davies, screen writer and novelist, has been named chairman of the U.S. delegation to the current Edinburgh Film Festival, the U.S. Information Agency announced. The festival began yesterday and lasts through September 12. Davies is now in Edinburgh.

'Woman' Due Sept. 11

Paramount's "That Kind of Woman" will open Friday, September 11, at the Roxy Theatre here instead of Sept. 4, as previously announced.

PEOPLE

Rodney Toups, manager of Loew's State Theatre, New Orleans, and his wife, **Jewel**, recently joined 41 other Louisianans on an air-borne trade mission to Central and South America in order to boost International Week festivities to be held in N. O. Oct. 24-31.

□

W. E. Limmorth, owner of the Downtown Theatre in Mobile, Ala., has enrolled his theatre in Theatre Owners of America and in the Alabama Theatres Association, a TOA affiliate.

□

Sanford Beldon, formerly of the public relations department of Prentice-Hall, Inc., has been named publicity director of the Fawcett World Library.

□

Barney Sackett, who has been active in the management of legitimate theatres in Philadelphia, has acquired the interest of Mrs. Joseph Conway in the Wayne Avenue Playhouse, which operates as an art film theatre. Mrs. Conway is the widow of the former owner of the house.

□

John Roberts, a booker for Comerford Theatres, Scranton, Pa., for more than 40 years, has retired and will live in Hollywood, Fla.

□

George Oshinaga, columnist for the *Japanese Daily* of California has been engaged by Samuel **Fuller** to handle special exploitation for Columbia Pictures' "The Crimson Kimono," a Globe Enterprises production. The film will have a press preview in Hollywood today.

□

Ruth Wertheim Lyons, one of the group which financed and built the Motion Picture Center, Hollywood, now Desilu Studio, has been elected to the board of directors of Summers, Searle, Brewer, Inc., industrial public relations and management organization of New York, Washington and Los Angeles.

Baronet Books Two

The Baronet Theatre here has booked reissues of two pictures, "Tillie's Punctured Romance," starring Charlie Chaplin, and "My Uncle," starring Jacques Tati. The films will open tomorrow. Both are being released through Continental Distributing, Inc.

Tel-Amatic Installed

S.O.S. Cinema Supply Corporation has installed a TEL-Amatic 16/35mm film cleaning machine at Eastern Effects in New York City.

The TEL-Amatic cleans high-contrast negative and positive stock.

Universal Proudly Announces

RADIO CITY MUS
HAS SELECTED F
CHRISTMAS ATTR

The Granart Produ

CARY GRANT ★ TO
"OPERATION PETT

HALL
ITS
TION

CURTIS
DAT"

CARY GRANT · TONY CURTIS
"OPERATION PETTICOAT"

Co-starring

JOAN O'BRIEN • DINA MERRILL • GENE EVANS

with **DICK SARGENT • ROBERT F. SIMON**

and **ARTHUR O'CONNELL**

Directed by Blake Edwards · Screenplay by Stanley Shapiro and Maurice Richlin

Produced by Robert Arthur · A Universal-International Release · A Granart Production

in Eastman COLOR

THE PISTOL-PACKERS KNOW WHA

MAYBE they are "just kids" but they know what they want when it comes to pictures. And millions of them talk it over weekly, select the best bets and take in a show. In fact, they and their parents constitute living, breathing proof of the time-tested observation . . . *the better the picture, the better the box offi*

So it really does pay to cater to the six-g set—pick the best in story and talent—use t latest, most advanced technics.

That's why close co-operation with the Ea man Technical Service for Motion Picture Fil

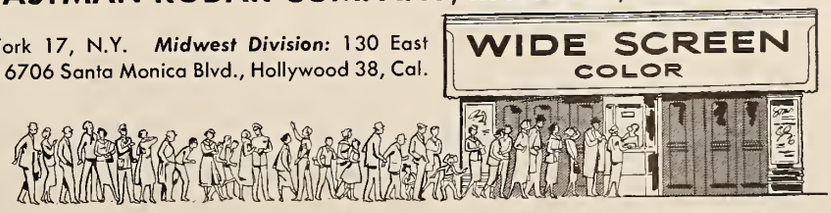
It's what's on the screen...and what people sa

THEY WANT... *Just listen to them!*

ith its long background of experience in every hase of film selection, production, processing nd exhibition, can be so helpful . . . why it pays to take full advantage of the many special services offered! Offices located at strategic points. Inquiries invited.

Motion Picture Film Department, **EASTMAN KODAK COMPANY**, Rochester 4, N.Y.

ıst Coast Division: 342 Madison Ave., New York 17, N.Y. *Midwest Division:* 130 East ındolph Dr., Chicago 1, Ill. *West Coast Division:* 6706 Santa Monica Blvd., Hollywood 38, Cal.



bout it...that counts

National Pre-Selling

IN a style of its own "Esquire" has introduced to the readers of the September issue the U.A. film "Solomon and Sheba," spotlighting Gina Lollobrigida who plays Magda, Queen of Sheba.

"Esquire" sent photographer Saul Leiter to Madrid where this Biblical drama was being filmed. He brought back some eye-filling pictures of Gina scantily clad. These photos are reproduced on full pages in four colors. Yul Brynner, who portrays King Solomon, is given editorial recognition.

•

"Blue Denim," the film about two nice, likeable high school youngsters from good homes who fall in love and give way to their feelings, is reviewed in the August 24 issue of "Life."

The acting careers of Brandon de Wilde and Carol Lynley, the two teen-agers who play the lead parts in this new film, are shown in a series of photos from the time they were of grammar school age. "Life's" reviewer gave Brandon and Carol good marks for fine performances in difficult roles.

•

Richard Marek tells the readers of "McCall's" September issue that in 1957, a young, Yale-educated business man turned director named Lionel Rogosin, took his camera and crew to South Africa, where, under the pretense he was shooting a musical travelogue, he obtained permission to film portions of Johannesburg hitherto prohibited to the eye of a movie camera. The result of this labor, literally secreted out of the country, is "Come Back, Africa." In Marek's opinion, "It is one of the great— and most tragic—social dramas of our time."

•

Laura Berquist was assigned by "Look" to do a profile on Cary Grant for the September 1 issue. His most recent film, "North by Northwest," is breaking long established box office records at Radio City Music Hall.

It was a happy choice to select a woman writer for the job, because while men like Cary women really appreciate him. Suzy Parker sees him as "the most beautiful male animal in the world, very natural but bigger than life."

Cary says "I'm finding courage to live in the truth, as I want to live, not to impress other people. Possessions don't make you happy. I take my sunny and foggy days with me."

•

"The Devil's Disciple" starring Burt Lancaster, Kirk Douglas and Laurence Olivier, has been selected as the picture of the month for October by "Seventeen."

•

Erin O'Brien, who was voted a most promising star in Fame's 1956 poll and now starred in "John Paul Jones" was the cover girl on the August 23 issue of "The American Weekly."

A cover story on this Irish colleen, who is the oldest of 14 children and has two children of her own appears in the same issue.

•

"That Kind of Woman," a Paramount film made in a New York studio and on location sites in this busy city, is reviewed in the September issue of "Redbook."

Sophia Loren, Tab Hunter, George Sanders and Keenan Wynn are starred in this romantic drama that takes place on Sutton Place and on railroad trains approaching Manhattan Island.

WALTER HAAS

Code Editorial

(*Continued from page* 1)

and children alike for a generation."

"But somebody slipped a fast one past Jimmy," he said. "This movie forgot that Hollywood has a responsibility to the nation's youth as well as its literary fans. It transposed the action and dialogue of the book so faithfully that all I seem to be able to recall at the moment is a succession of such unusual movie house words as: 'damn, hell, rape, bitch, slut' and various other lurid terms involving the sexual intimacies of a rape and murder case."

Audience Mostly Teen-Agers

"What triggered this tirade on my part," Rogers concluded, "is that those few adults who were present for 'Anatomy of a Murder' were outnumbered by far by teen-agers on Friday night dates, young people whose parents have been conditioned to the fact that the Friday and Saturday movies are a pretty wholesome form of entertainment. They may have been while old Will Hays was guarding our morale . . . but now, watch out!

"Even Jimmy Stewart has entered the four-letter word derby."

Soviet Pact Films

(*Continued from page* 1)

in Moscow on the same date. "The Cranes Are Flying," to be distributed here by Warners, is the lead-off Soviet picture. Ours in Moscow will be "Marty."

It has been indicated that the premiere will have the cooperation of the State Department and that numerous government and diplomatic officials will be in attendance. The film exchange agreement with Moscow was initiated by the State Department and carried out through it.

Present indications are that all technical and other details will have been completed in time for the Oct. 20 premiere. However, the arrangements have been subjected to so many delays in the past that additional ones, however unexpected, still might arise and necessitate another postponement.

Each of the major American distribution companies will distribute one of the Soviet films in the agreement. Their release is expected to follow the premiere at intervals.

Television Today

Col. Formally Asks Station Buy Approval

From THE DAILY Bureau

WASHINGTON, Aug. 26. — Columbia Pictures Electronics Co., Inc., formally asked the Federal Communications Commission to approve its purchase of Seattle television and radio stations.

Columbia has agreed to pay $3,100,000 to TLF Broadcasters and Time, Inc., for television station KTVT and radio station KDYL and KDYL-FM.

Hour-Long 'Riverboat' Starts on NBC Sept. 13

Riverboat sailing time on the Mississippi in the 1840's will be the background for the new full-hour weekly NBC-TV series, "Riverboat," starting Sunday, Sept. 13 (7-8 P.M., NYT).

The title "role" of the series is assigned to the Enterprise, a 100-foot-long sternwheeler. The two starring roles are played by veteran actor Darren McGavin (also starring this season on "Mike Hammer") and newcomer Burt Reynolds.

Ten Shirley Temple Films Readied by NTA

Ten Shirley Temple feature films are being made available immediately for television presentation this fall by NTA International, Inc., Harold Goldman, president, announced.

Four of the films are new to television. These are "Dimples," "Stowaway," "Bright Eyes," and "Just Around the Corner." The others are "Rebecca of Sunnybrook Farm," "Captain January," "Wee Willie Winkie," "Heidi," "Little Miss Broadway" and "Poor Little Rich Girl."

David Tebet Named To NBC Talent Post

David W. Tebet has been appointed director, talent relations, for the NBC Television Network, it was announced by David Levy, vice-president, NBC Television programs and talent.

Tebet, who has been the general programming executive, will be in charge of NBC-TV's expanded talent operation for the network's program department.

'Naked Truth' to Start NBC 'Staccato' Series

"Staccato," half-hour mystery series starring John Cassavetes in the title role, will be the first of NBC-TV Network's new series of the 1959-60 season when it premieres Thursday, Sept. 10 (8:30 to 9 P.M., EDT).

NBC Gets TV Rights To 8 Selznick Films

The rights to create and pre new television productions of eac eight motion pictures owned by Selznick Company, Inc., was nounced by the National Broadcas Company.

The motion pictures are: "I mezzo," "Rebecca," "Spellbou "Portrait of Jennie" "The Para Case," "The Farmer's Daugh "The Spiral Staircase" and "No ous."

From Three Producers

The first five of the films listed v produced by David O. Selznick sonally; the next two by Dore Sch and the last by Alfred Hitchcock the Selznick enterprises.

'Hotel Paree' Series Bows on CBS Oct. 2

"Hotel de Paree," a new we half-hour dramatic series set aga the Colorado gold fields in the fro era of American history, with Holliman in the starring role, have its premiere on the CBS T vision Network Friday, Oct. 2 (8 9:00 P.M., EDT), it was announ by Oscar Katz, vice-president charge of network programs.

The series will be sponsored by Kellogg Company, represented by Leo Burnett Co., Inc., and Ligget Myers, represented by Dancer-Fitz ald-Sample, Inc.

Independent Televisio Promotes Walter Ung

Alvin E. Unger has been promo to general manager of the special p ects division of Independent Tel sion Corporation, Walter Kings president of ITC, announced. Un was previously administrative mana of Arrow Productions, the ITC d sion devoted to sales and progr counselling on re-run product. In new position Unger will continue w the administrative supervision of row Productions. He will also t over the "Jeff's Collie" division wh handles the re-runs of the "Lass program.

Gottlieb in New Post With CBS-TV Networ

The appointment of Lester Gottli as director of program developm and planning, New York, for the C Television Network was announc by Oscar Katz, vice-president charge of network programs. In new post, Gottlieb, a program exec tive with the CBS Television Netw since 1956, will report directly Michael H. Dann, vice-president, n work programs, New York.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 86, NO. 42 NEW YORK, U.S.A., FRIDAY, AUGUST 28, 1959 TEN CENTS

olders Approve

inerama Tie o S-W Ended; ew Plan Set

ll Use $500,000 r Diversification

ockholders of Cinerama Produc- Corp. approved the plan to end ing arrangements between the pany and Stanley Warner and to nd the company's charter to per- it to engage in new enterprises at annual meeting here yesterday at Barbizon Plaza Hotel.

he plan calls for Stanley Warner to back to Cinerama Prods. 818,793 es (79.15 per cent of the total out- ding) of the latter's stock to be cancelled. In addition, Stanley ner will pay to Cinerama Prods.),000 in cash, tax free.

inerama Prods. will now turn over .W. its license and rights for the luction and exhibition of pictures ie Cinerama process and will have

(*Continued on page* 3)

urchill Chairman in nahue & Coe Changes

dward J. Churchill, currently ob- ing his 25th anniversary as presi- of the Donahue & Coe advertis- agency, has announced that he will me chairman and will continue as f executive officer, in one of a ber of executive changes for the ıcy. Donahue & Coe has long been tified with motion picture and

(*Continued on page* 2)

ıeophilos Basil Dies; ıstate Circuit Pioneer

Special to THE DAILY

UFFALO, Aug. 27. — Theophilos ı Basil, 66, Eggersville, secretary- surer of Basil Enterprises and the ıyette Theatre Corp., died today Millard Fillmore Hospital after a illness.

asil was one of four immigrant

(*Continued on page* 2)

EVISION TODAY—page 6

Goldwyn, 77 Years Young, Retains His Great Enthusiasm for Future of Films

By SAMUEL D. BERNS

HOLLYWOOD, Aug. 27.—Samuel Goldwyn is 77 years young today, he told the press at an informal interview in his studio office. His next project, perhaps two years away, will be an original story to be written with a Middle East background.

Samuel Goldwyn

The industry veteran, the picture of health and vitality on his birthday with no thoughts of retirement, was joined by Mrs. Goldwyn at the interview. Plans for a world tour starting next month in behalf of "Porgy and Bess" openings were disclosed by the producer. Goldwyn expressed great enthusiasm for the future of motion pictures, with fewer but better films on the horizon,

(*Continued on page* 2)

Belafonte Signs for Six Films with UA

Harry Belafonte, singer, actor and now motion picture producer, has signed a contract with United Artists to turn out six pictures through his own company, Harbel Productions, Inc. The agreement extends over a period of nine years and leaves Belafonte free to make other deals also.

First of the films is already completed and ready to open in Chicago

(*Continued on page* 6)

Mirisch, Seven Arts To Film 'West Side'

The motion picture version of "West Side Story," hit Broadway musical show, will be produced by the Mirisch Company and producer-director Robert Wise in association with Seven Arts Productions, it was announced yesterday by Harold Mirisch, president of the Mirisch Company, and Wise. The film will be released by United Artists.

Slated to be one of the highest-budgeted productions ever made un-

(*Continued on page* 6)

Houston Writer Backs 'Anatomy' for Adults

Special to THE DAILY

HOUSTON, Aug. 27. — Paul Hochuli, amusements editor of the Houston Press, championed the right of adults to seek their own film entertainment after City Councilman George Montgomery urged the city to censor "Anatomy of a Murder," current at the Majestic Theatre here, an Inter-

(*Continued on page* 6)

'M. P. Herald' to Sponsor Third Series Of Merchandising Conferences in New York

Motion Picture Herald will sponsor a third series of Merchandising Conferences, to be held in conjunction with major distributors, and scheduled for September 23, 24 and 25. As in the case of the past two highly successful conferences, each company will screen a top film from its coming release schedule, and the film will be the subject of subsequent and exhaustive discussion by company representatives and the theatre advertising and publicity men present.

Attesting to the value of the Merchandising Conferences, the Schine Circuit intends using attendance at the Conferences as a prize in a current showmanship contest. According to Seymour L. Morris, circuit promotional chief, the contest will end right after Labor Day, and a manager from each of the five divisions will be selected to accompany his division manager to New York. The circuit expects to have about 15 men in attendance, headed by Morris and his assistant, Sy Evans. The schedule of films and specific dates will be announced shortly.

Since First of Year

'Family' Film Output Seen On Increase

FEBNO Scans 99; Calls 49 Suitable for All Ages

Since the first of the year the Hollywood film industry, in the opinion of the Film Estimate Board of National Organizations, has turned out a greater proportion of family film entertainment and pictures suitable for young people than at any time in the past decade, the Motion Picture Association of America reported yesterday.

The Film Estimate Board prepares and circulates reviews of practically all films released theatrically in the United States. Some forty million women throughout the country are represented through the 11 national organizations participating in FEBNO. In their reviews, published monthly, they recommend a classification for each film, denoting its suitability for children, family, young

(*Continucd on page* 6)

10 More Theatres Join New Maryland T.O.A.

Theatre Owners of America reported yesterday that 10 more theatres have become members of its recently formed Maryland Theatre Owners Ass'n.

Early this month, Meyer Leventhal, president of Allied Theatre Owners of Maryland, termed the formation of the rival TOA unit in Maryland a "disservice" and suggested in a letter to George Kerasotes, TOA president, that the new organization be disbanded.

Leventhal's letter was followed by

(*Continued on page* 2)

Pa. Censor Bill Sent To Appropriations Unit

Special to THE DAILY

HARRISBURG, Pa., Aug. 27.—Senate-approved legislation setting up a system of listing the first showing of a motion picture for censorship purposes was recommitted yesterday to the House appropriations committee

(*Continued on page* 6)

PERSONAL MENTION

JOSEPH E. LEVINE, president of Embassy Pictures, and SIDNEY BLUMENSTOCK, vice - president, left here yesterday for the Coast.

•

DAVID A. LIPTON, Universal Pictures vice-president; STAN MARGULIES, Bryna Productions advertising-publicity head, and KIRK DOUGLAS will return to Hollywood over the weekend from New York.

•

NORMAN PANAMA, Paramount producer, returned to Hollywood yesterday from England.

•

ALLEN M. WIDEM, film commentator of the *Hartford Times*, now vacationing, will arrive today in Grossinger's, N. Y.

•

LOTHAR WOLFF, British producer, returned to London from New York yesterday via B.O.A.C.

•

JOHN MICHAEL HAYES, screen writer, has left Hollywood for his home in Maine.

•

MARGARETA AKERMARK, circulation director of the Museum of Modern Art Film Library, will leave New York tomorrow for Stockholm, Sweden, to attend the Congress of the International Federation of Film Archives.

•

MARCELLO GIROSI, producer, has arrived in Hollywood from Italy.

•

JOSEPH SHULMAN, attorney for Shulman Theatres, Hartford, has returned there from Europe.

•

BARBARA FAY GREENBERGER, daughter of SAM GREENBERGER, owner of the Cedar-Lee and other Cleveland theatres, was married in the Temple on the Heights there to PHILIP ARTHUR ARIAN.

Att: ALL THEATRES
...it's SCREEN TIME!
NATIONAL SCREEN'S BIG NEW PROMOTIONAL BUSINESS BUILDER
Your copy available at your NATIONAL SCREEN EXCHANGE

Goldwyn Fete

(*Continued from page* 1)

and everyone in Hollywood trying to do better things.

Goldwyn said he hoped "Porgy and Bess" would inspire producers to bring better music to the screen instead of "Rock and Roll."

The producer expressed concern over "runaway production," when all that might be necessary would be the filming of some location shots abroad. If more films are made out of the country, studios will have to rely on television production, he added.

Goldwyn stated he was opposed to censorship, placing the duty on producers to use good taste in telling a story, as well as honesty in advertising media. He called attention to the fact he has never had a film turned down by censors.

Other than his "Porgy and Bess" production, Goldwyn considered "The Best Years of Our Lives" and "Wuthering Heights" as his most outstanding efforts.

He reported many offers for his pre-'48 films for television, involving approximately 52 films, but no deals signed.

Concluding the interview Goldwyn said "God has been good to me, pictures have been good to me, and the people have been good to me."

NAC-Allied '60 Meeting Contracts Are Signed

Special to THE DAILY

CHICAGO, Aug. 27.—Jack Kirsch, president of Allied Theatres of Illinois, and 1960 national Allied general convention chairman, announced today that contractual arrangements for the joint NAC-National Allied convention and trade show in 1960 have been completed.

Active preparations for this joint convention and trade show scheduled to be held at the Conrad Hilton Hotel here, Nov. 6-10, 1960, will begin following the 1959 conventions of the National Association of Concessionaires and National Allied, according to Kirsch.

Theophilos Basil Dies

(*Continued from page* 1)

brothers who became leaders in the motion picture theatre field in western New York. After first operating a candy business, they founded a theatre circuit which pioneered construction of neighborhood film houses here.

Basil is survived by his wife, Angelike; five sons, two grandchildren and two brothers. The funeral will be Saturday with prayers at 1 o'clock in the Funeral Home, 3070 Delaware Ave., Kenmore, and a service in the Hellenic Church of the Annunciation at 2. Burial will be in Elmlawn Cemetery.

Dr. Baker to Receive SMPTE Sarnoff Award

Dr. Walter R. G. Baker, president, Syracuse University Research Corporation, has been named recipient of the David Sarnoff Gold Medal Award of the Society of Motion Picture and Television Engineers for meritorious achievement in television engineering.

Dr. W. R. G. Baker

In making the award, the Society cited Dr. Baker's "long career in electronics, which actually started before the field was recognized as electronics," and praised his achievements as chairman of the National Television System Committee which worked out the technical standards which have since been accepted by the FCC as the basis of the commercial television system of the United States.

Presentation of the Sarnoff medal will take place during the 86th semi-annual SMPTE convention Oct. 5-9 at the Statler Hilton Hotel here.

Dr. Baker recently retired from the General Electric Company where he had been a vice-president in charge of all electronic activities and a consultant to the company's executive office.

Dr. Baker is a member of the National Research Council, the Army Scientific Advisory Panel, the Electronics Division, American Ordnance Association, and Civilian Chairman of the Signal Corps Research and Development Advisory Council. Also, he is chairman of the National Television Stereophonic Committee's Administrative Committee.

He is a Fellow Member of the Standards Engineering Society, the American Institute of Electrical Engineers and the Institute of Radio Engineers.

Elect 3 to I.F.I.D.A. Executive Committee

The board of directors of the recently formed Independent Film Importers and Distributors of America has elected Richard Brandt of Trans Lux Distributing Corp., Daniel Frankel, Zenith International Film Corp., and Jack Ellis, Ellis Films, Inc., to the executive committee, which will be the steering group.

The executive committee announced that the first action of I.F.I.D.A. will be to appoint a paid executive director and then appoint committees for the work that faces the organization in the near future.

Ten More Jo

(*Continued from page* 1)

a lengthy statement from Al Washington headquarters critic recent TOA representations on a v ty of subjects, one of them bein claim to the largest membershi any exhibitor organization.

John G. Broumas is president o new Maryland TOA. Among th new member theatres announce TOA headquarters here yesterday Broumas's Tivoli Theatre in Fr ick, and his Maryland Theatre in C berland. The other new membe Maryland and national TOA are

Harold DeGraw of Peni Amusements, the Super 50 Driv at Cambridge; William J. Fis Carlin Theatre Corp., the Ca Drive-In in Baltimore; Samuel lits, Cross Roads Drive-In of Der Douglas W. Connellee, Elk Th in Elkton and New Theatre in A deen; William G. Myers, Pocon Drive-In in Pocomoke; and G. Brehm, Edmondson Drive-In Eldridge Drive-In, both Baltimor

Churchill Chairman

(*Continued from page* 1)

theatre advertising accounts, an others.

Churchill told an interviewer the move is "the first in a progres program through which he ho eventually to be able to retire, "p bly in a few years."

Donald E. West, who joined agency three years ago, was na president; Walter Weir, former ecutive vice-president, has named chairman of the execu committee; William H. Schneider, merly a vice-president in charge creative services, becomes execu vice-president. Joining the agency senior vice-president in charge creative services is Judson Irish, merly senior vice-president and c tive director at the Ogilvy, Benso Mather agency.

Oliver A. Kingsbury was appo ed administrative vice-president general manager.

Additionally, A. B. Churchill Bertram S. Nayfack, vice-preside have been elected to the board. St Cowan, Jack Rosenthal and G Arthur, vice-presidents, were elec to the executive committee.

NEW YORK THEATRE
RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
CARY GRANT EVA MARIE SAINT JAMES MASON
in ALFRED HITCHCOCK'S
"NORTH BY NORTHWEST"
An M-G-M Picture in VistaVision • Technicolor®
and GALA NEW STAGE SPECTACLE "SUMMER FESTIVAL"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fec Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hol wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mot Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-31 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagl Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

chmertz to Hold Ohio linic on 'Blue' Films

Special to THE DAILY

CLEVELAND, O., Aug. 27.—Invitations to a special merchandising linic have been extended to theatre anagers in the northern Ohio area y Ray Schmertz, branch manager of ie 20th Century-Fox Cleveland exnange. The showmanship seminar ill be held here on Aug. 31 and ill center on the merchandising camaigns of "Blue Denim" and "The lue Angel."

Trailers to Be Screened

The program will include the reenings of the films personalities ailers, featuring Carol Lynley and lay Britt; and outlining of the film ompany's complete plans on each lm; television and radio spots and ailers for each. In addition, several spects of the merchandising camaign on "A Private's Affair" will be iscussed.

Exploration of new merchandising ethods will be conducted with erchandising specialists of newsapers, radio and television. While articular emphasis will be given to ie projected campaigns of the picures screened, time has been allotted r a roundtable discussion on methds to stimulate interest in local musement pages.

Pledges from 14 Circuits

Circuits who have indicated their pport and who will send representatives include: Loew's, Balaban & atz, Jamestown Amusement, Stanley Varner Theatres, Schine Theatres, rmstrong Circuit, Selected Theatres, ssociated Theatres, West Virginia heatrical Ent., Northio Theatre Cirait, Skirball Theatres, General Theares, Washington Theatre Circuit, Modern Theatres.

U' Trio Escape Serious njury in O. Car Crash

Special to THE DAILY

CLEVELAND, Aug. 27.—Michael Gordon, director of Universal's "Pillow Talk"; Peter Rosian, Universal egional division manager here, and Duke Hickey, Universal publicity epresentative, narrowly escaped serius injury in an automobile accident his week while driving to the Clevend Variety Club golf tournament at ake Forest Country Club in Hudson. he car in which they were riding as completely demolished in a threear collision, precipitated when the lm men's car was struck from the ear as they halted the car for a traffc signal.

Gordon and Rosian suffered neck nd back strain and Hickey a minor g injury. None was hospitalized.

Prospect Buys Company

Prospect Press, well known produeer f many motion picture press books nd other promotional material, has cquired the A. L. Reid Printing Corp. The two plans will be combined in one ocation in the near future.

To promote "The Blue Angel," which opens at the Paramount Theatre here Sept. 4, 20th Century-Fox yesterday erected what it called the largest outdoor sign in company history atop the theatre marquee. Featured are nine 19-foot figures of May Britt, star of the film. The already celebrated cut-out of Miss Britt as the dance-hall girl from the Jack Cummings production attracted onlookers for the better part of the morning as workmen put up the sign. As an additional inducement to passers-by, the red-garter worn prominently by the girl has been painted in the da-glo process so that it will give the effect of glowing in the dark.

Plans De Luxe Showcase In N. O. Neighborhood

Special to THE DAILY

NEW ORLEANS, Aug. 27. — The Panorama Theatre, New Orleans' only theatre equipped for Todd-AO and 70mm exhibition, will close Sept. 20 and its equipment will be moved to the outlying Patio, Joy N. Houck, owner of both theatres, announced.

The Panorama must be vacated by Sept. 30 to make way for construction of a 27-story office building on the site.

Houck said he plans to convert the Patio into one of the finest neighborhood road-show theatres in the nation. It will have a "drive under" auto entrance so that patrons can leave their cars at the door and have them parked by uniformed doormen. It will have better facilities than the Panorama because it has no balcony and therefore has a straighter projection angle. After Todd-AO is installed it will have 800 seats, while the Panorama had about 1,000. He anticipates that the showcase will be ready for a Thanksgiving opening.

Rosenfield Off Today To Coast for Meetings

Jonas Rosenfield, Jr., Columbia Pictures executive in charge of advertising and publicity, leaves for Hollywood today for conferences with Samuel Goldwyn on the next wave of openings for "Porgy and Bess." Rosenfield will be accompanied by William Schneider, executive vice-president of Donahue & Co, national advertising agency.

While there, they will also meet with Samuel J. Briskin, vice-president in charge of Columbia studio, and other officials, including studio advertising-publicity director John Flinn and publicity manager Bob Goodfried, as well as producers based there. They will confer on promotion campaigns for forthcoming Columbia product.

Dallas WOMPI Donates To Will Rogers Hospital

Special to THE DAILY

DALLAS, Aug. 27.—The Dallas chapter of Women of the Motion Picture Industry observed Will Rogers Memorial Hospital Month at their luncheon meeting at the White Plaza Hotel today. R. J. O'Donnell, vice-president of Interstate Theatres, addressed the group as chairman of the board of the Will Rogers Hospital at Saranac, N. Y.

Miss Etta Sims, Warner Brothers, who is chairman of the local drive, estimated that $200 was contributed. Mrs. Lorena Cullmore, Columbia, who is a national associate chairman of the drive, will send a check for the amount collected to the WOMPI convention in Jacksonville, Fla., Sept. 11-13, to be added to the national contributions.

A part of today's program was given over to a taped recording round table discussion between patients and doctors at the Will Rogers Hospital. Special guests introduced were Danny Costello, leading man of the current State Fair musical, "Bells Are Ringing," and Mrs. Kimesha Cohen, expatient of the Will Rogers Hospital.

WOMPI president Miss Thelma Jo Bailey, Allied Artists, presided.

Reports 'Denim' Forums In Midwest a Success

Special to THE DAILY

CINCINNATI, Aug. 27. — J. E. Watson, advertising representative for 20th Century-Fox in this area, reports successful "Blue Denim" discussion forums have been concluded at Lexington, Ky., Indianapolis, Ind., Cincinnati and Columbus, Ohio, where the panel discussion following the screening was carried on the Columbus Town Meeting of the Air telecast. Prominent judges, educators and lay representatives participated as panel members. In early September Watson will conduct another meeting in Charleston, West Va.

Cinerama Tie

(*Continued from page* 1)

no further interest in the Cinerama exhibition and production operations of S.W., nor in the five Cinerama films already produced.

Cinerama Prods. has no intention of remaining in the motion picture business, Milo J. Sutliff, president, told the stockholders yesterday. "Under our deal with Stanley Warner," he said, "Cinerama Prods. had no chance of of making money. Now we have $500,000 in cash and several thousand stockholders. We have an opportunity to diversify, to get into a growth business."

Several Moves Weighed

Sutliff said the company is considering several possibilities of diversification and has had offers to buy firms in the radio and electronic fields. "While we have no definite plans at the moment, we will make a decision soon," he added.

In other action yesterday stockholders re-elected the present board members. They are Leonard E. Edelman, Theodore R. Kupferman, Irving N. Margolin, Charles B. Ripley, Joseph L. Skozen, Ira Stevens and Sutliff.

The directors, who were reelected, convened immediately following the stockholders meeting.

$2,568,000 for 'North' In First 139 Bookings

"North by Northwest" has already grossed $2,568,000 at the box-office in its first 139 engagements, according to reports compiled this week by M-G-M. The picture has amassed $1,270,000 in its first weeks, $616,000 in second weeks in 68 situations and $400,000 in 27 third weeks.

The United Artists Theatre in Chicago is now into its ninth week, to lead the holdovers. At Radio City Music Hall, it set all-time records in its first two weeks and is continuing to pile up huge grosess as it started its fourth week yesterday.

Nationally, "North by Northwest" is showing greater holdover power than last year's box-office champion, "Cat on a Hot Tin Roof," M-G-M said.

Add Hoff to N.E. Allied Convention Speakers

Special to THE DAILY

BOSTON, Aug. 27. — J. Robert Hoff, president of Ballantyne Equipment Co. and head of Motion Picture Investors, Inc. has been added to the list of speakers at the two-day convention of Independent Exhibitors, Inc. and Drive-in Theatres of New England at the Hotel Mayflower, Plymouth, Mass., on September 16-17.

Hoff is expected to address the group on the second afternoon along with Joseph E. Levine of Embassy Films, and Irving Dollinger of National Allied. All indications point to a record attendance at this annual convention, according to Carl Goldman, convention coordinator.

"PILLOW TALK"

IS NOW THE BIG TALK OF THE ENTIRE INDUSTRY!

"Preview patrons literally rocked with laughter for 105 minutes!... Indications couldn't be stronger that exhibitors themselves will be laughing ALL THE WAY TO THE BANK!...* Doris Day delivers a sparkling performance in one of the best romantic comedy roles tackled by a female!"

–MOTION PICTURE DAILY

"'Pillow Talk' is U-I's hilarious moonshot fo top boxoffice grosses.. it is sure to hit the target! Rock Hudson becomes one of the best light comedians in the business. He has acquired a playfulness reminisce of Cary Grant, with ability to handle droll double entendre gags equal to Gable's!"

–HOLLYWOOD REPORTE

**For once, two reviewers agree—to the very word!*

A comedy
to be laughed at...
by the adults,
the juniors
and the exhibitor
ON HIS WAY
TO THE BANK!...*
a money attraction
in every sense
of the term!"

–FILM DAILY

Universal has a
sock boxoffice
comedy in
'Pillow Talk'!"

–DAILY VARIETY

ROCK HUDSON
DORIS DAY

...THE PERFECT PAIR FOR...

"PILLOW TALK"

...IT'S WHAT GOES ON...WHEN THE LIGHTS GO OFF!

CO-STARRING
TONY RANDALL • THELMA RITTER

WITH **NICK ADAMS · MARCEL DALIO · JULIA MEADE** Directed by MICHAEL GORDON
Screenplay by STANLEY SHAPIRO and MAURICE RICHLIN • Produced by ROSS HUNTER and MARTIN MELCHER
AN ARWIN PRODUCTION • A UNIVERSAL-INTERNATIONAL RELEASE IN EASTMAN COLOR • CINEMASCOPE

Television Today

'Three Man Sub' Set By Steffe, Screen Gems

From THE DAILY Bureau

HOLLYWOOD, Aug. 27.—Herbert B. Leonard's Steffe Productions will produce "Three Man Sub," a new television series of 39 films in partnership with Screen Gems. Leonard will personally produce and has set Jerry Thomas as executive in charge of production as soon as Thomas completes his assignment as assistant producer of Leonard's "Rescue 8" series. Stirling Silliphant will write the first two segments.

Leonard proceeds to Nassau this week from Florida to work out underwater filming arrangements for a Dec. 1 shooting date. He then planes to England and Italy to scout location sites for "Three Man Sub," portions of which will be filmed in those countries.

Disney 'Babes' to Be TV Live-Action Musical

From THE DAILY Bureau

HOLLYWOOD, Aug. 27.—A new version of Victor Herbert's "Babes in Toyland" is being created by Walt Disney, his first live-action musical. New lyrics by Mel Leven integrated to the plot and advancing its action have been set to Victor Herbert's original music. Human characters will appear in cartoon-like settings, sharing Toyland adventures with animated toys. The program is being produced and directed by Ward Kimball.

Keel to Head Cast of 'Jerome Kern Toast'

From THE DAILY Bureau

HOLLYWOOD, Aug. 27.—Howard Keel will head the all-star cast which will appear in "A Toast to Jerome Kern," 90-minute musical extravaganza to be telecast over NBC-TV, Tuesday, Sept. 22.

The special, one-time-only production, live and in color, will bring to television the musical magic of Jerome Kern, whose melodies have been favorites for three generations. The United States Brewers Foundation is sponsor of the show, which will be produced by Robert Wells and directed by Greg Garrison. Musical director will be Paul Weston.

Felton Producer of CBS Drama Workshop

Norman Felton has been appointed executive producer of the CBS Television Network Drama Workshop, it was announced by William Dozier, vice-president in charge of programs, Hollywood, for the network. Felton will be assisted by Sherman Marks and Joseph Gantman, who will function as co-producers of a group of the workshop projects.

Felton has worked in theatre, television and radio, and has been associated with such top TV series as "Studio One," "The United States Steel Hour," and "Robert Montgomery Presents." He is currently executive producer with the CBS network in Hollywood.

'Family' Films

(*Continued from page* 1)

people, mature young people and adults.

Of some 99 films reviewed in the first six months of 1959, 49 were classified as suitable for children, family and young people.

Mrs. Dean Gray Edwards, national motion picture chairman, General Federation of Women's Clubs, said: "Our members look for and enjoy good family entertainment in their local theatres, and we would encourage the Hollywood producers to give us more of them. People of all ages can enjoy and appreciate pictures like 'It Happened to Jane,' 'tom thumb,' 'The Big Circus' and 'The Shaggy Dog.' Such movies mean fun for everyone!"

Cites Four for Praise

Mrs. Alfonso Gaimari, state preview chairman, American Association of University Women, remarked: "In my opinion we are most fortunate to have a movie industry which is responding to the expressed need for more mature film entertainment. We believe that movies, like books and music, must be selected with care and discrimination. The recent unfortunate emphasis on some weaker pictures fails to give due praise to the remarkably well-presented theatre exemplified by such pictures as 'This Earth Is Mine,' 'A Hole in the Head,' 'North by Northwest,' and 'Porgy and Bess'."

Mrs. Jesse Bader, national motion picture chairman, Protestant Motion Picture Council, commented: "We admire the sincere and talented Hollywood producers who provide us with entertainment which also ennobles the mind and spirit. We believe there will always be a need for recreation in our lives, but we also know that entertainment can be enlightening and uplifting. Such courage and beauty of the human spirit as one can behold in pictures like 'The Big Fisherman,' 'The Five Pennies,' 'The Nun's Story' and 'The Diary of Anne Frank' represent an earnest effort on the part of Hollywood to satisfy the most morally discriminating audiences."

Houston Writer

(*Continued from page* 1)

state circuit house. Montgomery said the picture has "filthy words and a filthy plot."

Hochuli wrote: "I admit there are words and phrases used I hadn't heard before coming from a movie screen. However, there's nothing lewd or nasty about the picture. In addition, Al Lever and the rest of his Interstate Theatres staff have gone all out to keep the picture on the adult plane. It's plainly stated in all advertising, and those cut-rate cards for teen-agers and younger have been suspended.

"Allah knows, I suffered through those rock 'n' roll and so-called horror double features that cater to the kids. Certainly, as an adult I am entitled to see adult pictures that fit my entertainment mentality, to the exclusion of the younger set. Moviemakers have just as much an obligation to my generation as it has to the younger. Give us the type of pictures we want to see and we'll go to the theatre, too.

"Here of late the movie industry has tried to do just that. And with considerable success. The box office has reflected that."

Pa. Censor Bill

(*Continued from page* 1)

for further study, after having been reported out by the rules committee earlier.

The bill, which provides for disapproval of films by a Pennsylvania State Board of Motion Picture Control considered obscene or unsuitable for children, and of advertising matter used in connection therewith, is expected to be re-reported within the next week or two with amendments, after which it will go to the House for a vote. Its passage is regarded as certain.

The measure would also set up a system of registration of exhibitors, sellers, lessors and users.

The bill had to be recommitted to the appropriations committee because it provides for expenditures for setting up the new censor board and for payment of salaries to members.

In other developments, the Senate by a vote of 50-0 approved two measures which would increase penalties for distributing or showing obscene matter and define present laws to overcome legal objections. The measures were returned to the House for concurrence in Senate amendments which reduced a proposed increase in the present penalty of $500 and one year in jail for showing an obscene play or movie, to $3,000 and three years in prison, to maximums of $1,500 and two years imprisonment.

The U.S. Supreme Court recently ruled that the state's obscenity laws were unconstitutional because there was no definition of the term "obscene," which the pending legislation is designed to remedy.

The Senate also made violations a misdemeanor instead of a felony.

Mirisch, Seven Arts

(*Continued from page* 1)

der the Mirisch company banner, "West Side Story" will go before the cameras in the early fall of next year. It will be filmed in color and in a wide-screen process and will be distributed by UA on a road show basis.

BelafonteSign

(*Continued from page* 1)

in mid-October. It is called "O Against Tomorrow," and Belafo told the t press about picture a UA's plans promoting i a conferenc the home o here yester UA is templating leasing the on a simulta ous inter-c tinental h in line with new global icy, Belafonte said. Whether this be done and exactly how is to determined after the first two we of the picture's run in Chicago.

Harry Belafonte

Roger Lewis, UA vice-presidene charge of advertising, publicity exploitation, explained at the c ference that inter-continental mieres would not necessarily be d and-date. He pointed out that policy is in contrast to the former of releasing here and then abroad a much later period.

Tour Planned

Continental premieres of "O Against Tomorrow" are expected coincide with a singing tour B fonte will make while plugging film at the same time. He leaves Wednesday for London to do s broadcasts for the B.B.C., and English premiere will then be tim to take advantage of that public Belafonte expects also to go to P and Rome, and openings there will similarly scheduled.

The star-producer will return this country in time for the Chic opening and will also visit at le five other key cities to promote film.

Plans for music promotion tie- were outlined by Fred Goldberg, national director of advertising, pu licity and exploitation. He said th include a tour by John Lewis, wri of the jazz score for the film, and t record albums to be released by Records. One will be a sound tra album; the other the score as play by the Modern Jazz Quartet.

Compares 'Singles,' Albums

Lewis pointed out here that th will also be several single records a observed that "while single reco sales help a picture, the picture turn helps long-play albums."

Of the other five films Belafo will make for UA only one proper has been definitely chosen. It is "T Life of Alexander Pushkin," a proj he has wanted to do for a long tim He said that UA was the first fil company he had been able to inter in this story, and he commended the in general for their "organization and economic support."

Pre-production work on "Pushki is now underway, but no shooting da has been set up as yet.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 43 NEW YORK, U.S.A., MONDAY, AUGUST 31, 1959 TEN CENTS

arcus Plan

nterest High n Plan for Area Publicity

ales, Ad Men Receptive; Marcus-Velde Talks Due

Favorable reaction is reported on e part of sales and advertising ex- cutives to the area merchandising ogram sponsored by Ben Marcus, lied States member of the Compo umvirate.

The plan, which was successfully sted in the Milwaukee exchange area is summer, was described in detail the Compo merchandising commit- e by Marcus at a meeting here last eek. Since then, it has been discussed dividually with distribution and ad- ertising executives with the idea of aining support for trial of the pro- ram in other exchange territories.

Decisive action in this direction has een delayed owing to the absence om the city of James Velde, United rtists vice-president, who is chairman

(*Continued on page 2*)

Ascap Decree Explained To Eastern Members

Eastern members of the American ociety of Composers, Authors & ublishers were given a detailed ex- lanation of the amended consent or- ler governing the Society's payments o members by Arthur Dean of the aw firm of Sullivan and Cromwell at meeting here late last week.

Following the explanation, Ascap

(*Continued on page 4*)

Velde, Cohen Holding Toronto Sales Meeting

James R. Velde, United Artists vice-president in charge of domestic sales, and Milton E. Cohen, Eastern and Canadian division manager, will hold a three-day meeting of the Canadian branches in Toronto, starting today. The meeting is the first to be held

(*Continued on page 4*)

TELEVISION TODAY—page 5

Two Senate Groups Open Hearings On New Anti-Obscenity Legislation

By J. A. OTTEN

WASHINGTON, Aug. 30.—Two Senate judiciary subcommittees have opened joint hearings on anti-pornography and anti-obscenity legislation.

Led by Postmaster General Arthur E. Summerfield, some half dozen witnesses asked for legislation which would strengthen both the Federal government and the states in their right to prohibit obscene material and would increase the criminal penalties for distributing obscene matter.

The hearings were held before the subcommittees on constitutional

(*Continued on page 4*)

Skouras to Address Fox Sales Meeting

President Spyros P. Skouras will deliver an opening address to the 20th Century-Fox national sales meeting at the convention's first session here tomorrow morning. Skouras' remarks will keynote the two-day convention, which is the first such gathering since the inauguration of the company's local autonomy system. In addition, the meeting marks the first joint meeting of the organization's

(*Continued on page 5*)

TOA Ass't. Presidents To Address Regionals

Two assistant presidents of Theatre Owners of America will address the Fall meetings of two of TOA's regional units, TOA's New York headquarters announced.

Roy Cooper of West Side Theatres, San Francisco, will address the Mountain States Theatres Association, Tuesday, Sept. 22, in Salt Lake City. He will be introduced by president John Krier. The Mountain States unit will hold its business sessions on Tuesday, and the following day will stage its annual golf tournament.

J. J. Rosenfield of Favorite Thea-

(*Continued on page 4*)

Goodman Resigns Post With Columbia Int'l.

The resignation for personal reasons of Morris Goodman as sales manager and its acceptance "with reluctance and much regret" were announced at the weekend by Lacy W. Kastner, president of Columbia Pictures International Corporation.

Morris Goodman

Goodman was with Columbia for the past ten years, having served as the company's Continental sales manager out of its Paris headquarters before returning to New York in 1955.

Prior to his association with Columbia, Goodman headed Republic Pictures International for a number of years.

Funeral Rites for Louis Phillips Today

Funeral services will be held here today for Louis Phillips, 66, vice-president and general counsel of Paramount Pictures, who died early Saturday of a heart attack at the North Shore Hospital in Manhasset, L. I. Services will be at 11 A.M. at the Riverside Memorial Chapel, Amsterdam Ave. and 76th St. Burial will be at Mount Lebanon Cemetery in Brooklyn.

Phillips was also senior partner and founder of the industry law firm of Phillips, Nizer, Benjamin, Krim and Ballon. He was the uncle of Robert S. Benjamin, chairman of the board of United Artists.

A graduate of New York University Law School, Phillips was attorney and executive secretary for the New York Film Board of Trade from 1923 to 1928. He joined Paramount in 1932.

Survivors include his widow, Helen; two sons, Gerald K. and Howard W.; a brother, Abraham, and a grandchild. The family has requested that instead of flowers contributions be made to the Louis Phillips Scholarship Fund of the N.Y.U. Law School.

In Phila.

Appeals Court Upholds Edict Favoring NSS

Affirms Lower Court in Dismissal of Trust Suit

Special to THE DAILY

PHILADELPHIA, Aug. 30.—In a 17-page opinion, the U. S. Court of Appeals here has unanimously sustained the trial court's factual and legal reasons for dismissing, after a protracted trial, the Lawlor-Pantzer anti-trust action against National Screen Service and the eight leading motion picture producers and distributors.

The Court of Appeals, in its opinion, reaffirmed the legal principle that: "Exclusive agreements are not *per se* violations of the anti-trust laws and are permitted in circumstances where the facts disclose a course of conduct and reasonableness of action not pro-

(*Continued on page 4*)

FIDO Celebrates Its First Anniversary

By WILLIAM PAY

LONDON, Aug. 30.—The Film Industry Defense Organization, set up to stop the flow of old pictures to television, has completed its first year of operation. Marking the occasion FIDO issued a statement again emphasizing that it was "instrumental in saving the industry the catastrophic

(*Continued on page 5*)

'Windjammer' Sets New Record in Milwaukee

"Windjammer," the NTA Pictures' release in Cinemiracle, has broken all attendance records in the first week of its engagement at the Strand Theatre in Milwaukee, NTA reported at the weekend. The first week gross was $12,867.

"Windjammer" is playing on the same hard ticket policy that the Strand adopted for "Around the World in 80 Days" and "South Pacific." The record business is expected to continue, with advance ticket sales described as far ahead of those of previous reserve seat engagements.

PERSONAL MENTION

JERRY PICKMAN, Paramount vice-president, and MARTIN DAVIS, assistant director of advertising, will return to New York today from the Coast.

•

LINDA BARBARA GOODMAN, daughter of BERNARD GOODMAN, vice-president of Warner Brothers, will be married today in the Ambassador Hotel, Hollywood, to STEVEN S. LAIFMAN.

•

JAMES BELLO, sales manager of Capital Releasing Corp., Atlanta, has returned there from his vacation.

•

PIER ANGELI left New York at the weekend via B.O.A.C. for London.

•

RICHARD KENNEDY, president of Alabama Theatre Owners, Birmingham, has returned there from Atlanta.

•

WILLIAM PERLBERG, producer, left Hollywood yesterday for Winter Park, Fla.

•

JOHN STURGES, director, left Hollywood late last week on a combined business-and-pleasure trip to Europe.

•

STEVEN JOHN FELLMAN, son of NAT D. FELLMAN, Stanley Warner Corp. executive, was married in Mt. Vernon yesterday to LINDA KAY PEYSER of that city.

•

EVERETT OLSEN, Paramount publicist in Chicago, was married in Charlotte to LIBBY MARCASE. They will reside in Chicago.

'Blue Law' Hearing Set

COLUMBIA, S. C., Aug. 30. — A three-judge Federal court will meet here Tuesday, Sept. 8, to hear arguments questioning the validity of South Carolina's "blue laws" against Sunday amusements.

The Buzz that Builds Biz!

MR. HOLLYWOOD MOVIE BEE TRAILER

Contact your local NATIONAL SCREEN SERVICE EXCHANGE

Interest High in Marcus Plan

(*Continued from page* 1)

of the Motion Picture Association's sales managers' committee. Marcus was prevented from discussing the program with Velde and seeking his committee's endorsement for it because Velde was presiding at U.A. sales conferences in Atlanta up to late last week. In the meantime, Marcus was obliged to return to Milwaukee after conferring informally on his plan with sales and advertising executives.

Indications are he will discuss the plan and the possibilities of expanded use of it with Velde by telephone after Velde's return from another sales meeting—in Toronto—later this week.

The plan basically provides for special exploitation of specific pictures at the local level. Radio and television are used where possible in addition to newspaper advertising, and in such instances includes the use of the institutional radio record of jingles distributed by Compo, tying the records' message directly up to radio plugs for specific pictures at local theatres.

Marcus revealed actual box office figures recorded during the operation of the program in the Wisconsin area showing marked increases in receipts for many types of pictures and many classes of theatres, some well into the sub-runs.

He told the Compo merchandising committee here that he believes the plan, properly used, could increase national attendance by 15 to 20 million people a week. However, it is not designed for national operation. Marcus advises that it be operated within a single exchange area in order to insure its being effectively adapted to the requirements of an individual territory.

Continental, Bryanston Co-Produce 'Catbird'

James Thurber's "The Catbird Seat" has been adapted for the screen and is currently being filmed as a Continental Distributing, Inc., and Bryanston Films co-production, it was announced by Irving Wormser and Sir Michael Balcon. Peter Sellers, Robert Morley and Constance Cummings are starred in the new comedy.

"The Catbird Seat" was originally scheduled to be a Hecht-Hill-Lancaster production. Danischewsky, who wrote the screen play, was able to acquire "The Catbird Seat" from them and proceeded to produce it independently through his own company, Prometheus Films.

'H-Man' Trailer Here

"The H-Man Trailer," Columbia's touring "horror show on wheels" which has already visited over 100 cities to promote the color science-fiction release, "The H-Man," launches a two-week series of appearances today throughout the New York City area. The tour is being conducted in connection with the saturation bookings of "The H-Man" and "Woman Eater" on all the major circuits in the city.

Now Cardinal Theatre

BOSTON, Aug. 30.—Loew's State Theatre, recently purchased by the Archdiocese of Boston will be renamed The Cardinal Theatre in honor of His Eminence Richard Cardinal Cushing when it reopens its doors on Oct. 1 with the religious film, "The Fifteen Mysteries of the Rosary." Rev. John M. Quirk will be the managing director, presumably working from the offices formerly used by Loew's Theatres Northeast division.

AA Makes Film, TV Deal with W. L. Wilder

From THE DAILY Bureau

HOLLYWOOD, Aug. 30. — Steve Broidy, president of Allied Artists, at the weekend announced that the company had completed negotiations with W. Lee Wilder on a multiple production deal which will include both feature motion pictures and television. Wilder is now en route to Europe to start preparations on "Bluebeard's Ten Honeymoons," first picture on the contract, which will be filmed in Paris and London.

With Wilder directing, shooting is scheduled to start Sept. 30. Cast of the production will be announced shortly.

Following "Bluebeard" Wilder will go into immediate production on "Marco Polo" which will be filmed in Japan, Malaya, Hong Kong and India. This will be one of Allied Artists top budget productions in color and CinemaScope. After conclusion of the feature Wilder will film a series of 39 Marco Polo television half hour shows for Interstate Television, Allied Artists' subsidiary.

'Famille' Opens Friday

"Sans Famille" will have its American premiere showing at the 55th St. Playhouse here on Friday. The Franco-Italian co-production is being released in the United States by the United Motion Picture Organization.

25 Dates for '43'

HOLLYWOOD, Aug. 30. — Cory Films Corporation's "Room 43" has been set for a saturation opening in 25 major Fox West Coast theatres throughout the Southwest, starting Sept. 23.

SBA Approves Loan to Kansas City Drive-In

From THE DAILY Bureau

WASHINGTON, Aug. 30. — T Small Business Administration nounced a $65,000 loan to the No Town Theatre Corp., operator of Kansas City, Mo., drive-in.

This was S.B.A.'s second drive loan, and its second in two mon at that. The loan was announced a participation loan, meaning that additional sum has been advanced a bank or other private lender.

Walter Reade Manage Will Meet Tomorrow

More than 50 theatre managers a assistants will attend a home off convention at the Walter Reade M fair House headquarters in Oakhu N. J., on Tuesday. Main item on t agenda will be announcement of circuit's annual showmanship dr starting Sept. 15. Top prize this y will be an all expense paid trip two to this year's Theatre Owners America convention being held Chicago, starting Nov. 8.

Guest speaker this year will be Seadler, M-G-M director of advert ing. The all-day session will inclu screenings of trailers of forthcomi product and every manager will ceive a kit of advertising-exploitati accessories on new product suppli by all the film companies.

Jesse Goldburg Dies; Was Pioneer Produce

From THE DAILY Bureau

HOLLYWOOD, Aug. 30.—Funer services were held here yesterday f Jesse J. Goldburg, 77, pioneer pr ducer. He is survived by two daug ters, Mrs. Allan Warshauer and M Fred Sonderling.

Goldburg entered the industry 1911 as secretary and general ma ager of Life Photo Film Corp., lat becoming vice-president and gener manager of Frohman Amuseme Corp. At the time of his death he w president of United Screen Associat of California.

Minsky Aids Drive

Howard Minsky, assistant to Geor Weltner, Paramount Pictures vic president in charge of world sales, h been appointed Borough of Manhatt co-chairman of the 1959 fund drive the B'nai B'rith Foundation. A nouncement of Minsky's appointme was made at the weekend by Jack Levin, borough chairman. The dri will culminate in a $100-per-plate di ner in honor of Gen. David Sarnoff the Waldorf Astoria Hotel on Nov. 1

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecl Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Holl wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-310 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallaghe Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

Once in a great while a work so catches the temper of its time that it gives a name and a voice to a whole generation. Such a work defined the raging spirit of those who are now called The Angry Young Men. That work, a prize play in New York and London, is now a motion picture to shock the whole conventional world. It is called...

LOOK BACK IN ANGER

PRESENTED BY **WARNER BROS.** STARRING

RICHARD BURTON
The husband—
an angry young man

CLAIRE BLOOM
is the actress
without a home

MARY URE
is the young wife
who invited her to stay

ALSO STARRING
DAME EDITH EVANS · GARY RAYMOND · Screenplay by NIGEL KNEALE · Based on the play by JOHN OSBORNE
Produced by HARRY SALTZMAN · Directed by TONY RICHARDSON

A BOLD ONE! A BIG ONE!

DUAL NEW YORK PREMIERE! FORUM AND BARONET STARTING SEPT. 15!

TENT TALK

Variety Club News

LONDON—Variety Club of Great Britain has launched a new project, the raising of £5,000 a year to assist in the maintenance of a cancer research unit for children. The decision followed representations made by Dr. Arthur Dickson Wright, vice-president of the Royal College of Surgeons and honorary treasurer of the Imperial Cancer Research Fund.

△

PHILADELPHIA—The 25th annual bonquet of Tent No. 13 has been scheduled for Jan. 11 at the Bellevue-Stratford Hotel, at which time officers for the coming year will be installed.

△

MILWAUKEE—Tent No. 14 today will hold its 10th annual Golf Outing at the North Hills Country Club. Hugo Vogel, executive secretary, states that the donated prizes for the divot-diggers total to a greater number this year than ever before.

Senate Groups

(*Continued from page* 1)

amendments and juvenile delinquency to consider two proposed constitutional amendments and one bill. One amendment, introduced by Senator Eastland (D., Miss.) deals with the rights of a state to enact legislation "on the basis of its own public policy on questions of morality and decency." The second, and broader, amendment, introduced by Sen. Kefauver (D., Tenn.) relates to the "right of Congress and the states to enact legislation with respect to obscene material." The bill also introduced by Kefauver, stiffens criminal penalties for mailing, importing or transporting obscene matter.

The hearings were held before Kefauver, chairman of the subcommittee on constitutional amendments, and Sen. Philip Hart (D., Mich.). In opening the hearings, Kefauver said he hoped the joint hearing would "make a frontal attack on the serious and growing problem of control of traffic in obscene and pornographic material of all kinds."

Warning by Kefauver

Kefauver warned that in this field of legislation "we are treading very close to censorship," but maintained that "we can curb the publication and dissemination of obscene material without engaging in censorship in its normal sense."

Despite the fact that Eastland's resolution was introduced as a direct result of the Supreme Court decision on the motion picture "Lady Chatterley's Lover," there was no mention of motion pictures at the hearing.

Summerfield asked that loopholes be closed and legislation strengthened to stamp out mailers of obscene materials to children. Subsequent witnesses supported him.

Those testifying included Dr. Daniel A. Poling, editor of the Christian Herald; Dr. Julius Mark, Senior Rabbi of New York's Temple Emanu-El; Msgr. George H. Guilfoyle and Msgr. Thomas A. Donnellan, representing Francis Cardinal Spellman; and Charles H. Keating, a Cincinnati attorney. A statement from His Excellency Fulton J. Sheen was inserted in the record.

REVIEW:

Tamango

Hal Roach Dist. Corp.—CinemaScope

THE ILL-FATED VOYAGE of a slave ship en route from the African Gold Coast to Cuba in 1830 is background for this handsomely produced and often suspenseful film adventure that stars Dorothy ("Porgy and Bess") Dandridge and Curt ("Inn of The Sixth Happiness") Jurgens. This fairly off-beat casting may well excite above average interest in the production among general audiences. The film was made in France, in the English language, by Les Films du Cyclope and is being distributed here by Hal Roach Distributing Corp.

Adapted from a novel by Prosper Merimee, "Tamango" is full of the same kind of larger-than-life emotions which made another Merimee piece so effective when adapted as the romantic and melodramatic opera, "Carmen." The Tamango of the title is a proud young African hunter who, sold into slavery and shipped aboard Jurgens' ship for sale in Havana, organizes a heroic but doomed rebellion among the other slaves. Newcomer Alex Cressan gives a strong, honest performance in this key role.

Beautiful Dorothy Dandridge is seen as a half-caste slave and mistress to Jurgens, more or less resigned to her fate until Tamango comes aboard. At first out of spite against Jurgens, who, she thinks, is tiring of her, Miss Dandridge gives help to the slaves planning rebellion. Later she tries to stop it and then, when she finds she cannot, she elects to die with her people in a last desperate affirmation of the rights of human freedom.

Jurgens gives a smooth, mellow performance as the skipper, a hard-minded realist who, in the course of this voyage, loses not only his cargo but his one true love. Seen in principal support is French actor Jean Servais, as the ship's doctor.

John Berry has directed with emphasis on the action and rising suspense which eventually is climaxed by the rebellion itself. The concluding sequence, in which Miss Dandridge makes her fatal decision, is particularly well staged for mood and drama. The CinemaScope photography in Eastman color is excellent. The adaptation was done by Lee Gold, Tamara Hovey and director Berry.

Running time, 98 minutes. General classification. Release, in August.

VINCENT CANBY

TOA Officials

(*Continued from page* 1)

tres in Spokane, Wash., will be the main speaker at the Fall convention of the Montana Theatre Association at the Placer Hotel in Helena, Mont., on Tuesday and Wednesday, Sept. 29 and 30.

George Roscoe, director of exhibitor relations for TOA, will attend both conventions.

Pioneer Lensman Dies

HOLLYWOOD, Aug. 30. — Fred W. Jackman, 78, pioneer cameraman, died here on Thursday. In retirement since 1939. Jackman began his career in 1913 working with Mack Sennett, Hal Roach and Harold Lloyd, and was one of Cecil B. DeMille's cameramen on "The King of Kings."

Survivors include his widow, two sons, Fred, Screen Gems director, and Joe, 20th-Century Fox cameraman.

Velde and Cohen

(*Continued from page* 1)

since Canada was put under Cohen's divisional supervision, and is the latest of a series of continental sales sessions held by Velde on forthcoming UA product.

Among those attending the Toronto gathering are Charles S. Chaplin, district manager for Canada, and the following branch managers: Robert Radis, Calgary; Sam Kunitzky, Montreal; Isadore J. Davis, St. John; George Heieber, Toronto; Harry Woolfe, Vancouver; and Abe Feinstein, Winnipeg. Selwyn Ginzler, in charge of 16mm for Canada, will also participate.

Hunter Leaves Fox

HOLLYWOOD, Aug. 30. — Jeffrey Hunter, who has been under contract to 20th Century-Fox for the past nine years, has asked for and obtained release from his current deal which had three more years to go. Hunter is presently starring in John Ford's "Captain Buffalo," on loanout to Warners. The star will freelance and also make films independently through his recently formed Hunter Enterprises, in which J. William Hayes, his business manager, is associated.

Appeals Cou

(*Continued from page* 1)

hibited by the anti-trust laws." It held: That the great weight of cr ble evidence clearly shows that film companies acting independe as a result of substantial losses in t accessory business, decided to lic an outsider to perform that phas their business. They contracted National Screen because no c parable firm was available to un take the task."

'Nothing More Than Jobber'

Holding that the poster-renter "nothing more than (a) jobber in field of standard accessories," Court of Appeals, citing prior d sions, approved the legal princ that: "One who desires to becom jobber has no right to complain cause the manufacturer chooscs other to do this work."

Among additional reasons for missal, the Court of Appeals sustai the trial court's view that Lawlor Pantzer had submittted "no evide sufficient to sustain" their claim t National Screen had deliberately b slow in deliveries of posters to poster-renter. The Court of App referred to the trial court's findi that Lawlor and Pantzer had "I other sources for standard accesso some licit and at least one illicit."

Six Other Cases Affected

Affirmance of the dismissal of Lawlor-Pantzer action similarly fects six other anti-trust cases in tuted by the same attorneys, which order of the court consented to counsel, are governed by the decis in the Lawlor-Pantzer case.

National Screen Service Corp. represented by Phillips, Nizer, Ben min, Krim & Ballon; and the mot picture distributors (except Warn were represented by Schnader, Ha son, Segal & Lewis of Philadelp Warner's was represented by the Pl adelphia firm of Wolf, Block, Sch and Solis-Cohen.

Ascap Decree

(*Continued from page* 1)

president Stanley Adams opened t meeting to questions and discussi which revealed a wide range of vie of the document among the Easte membership.

West Coast members of Ascap an earlier meeting voted approval the new consent order. No expressi in the way of a vote was register at the meeting here last Thursd despite the fact that the session wa protracted one.

However, although no resoluti concerning the order was adopte those desirous of expressing either a proval or disapproval of it will ha the opportunity to do so when comes before Federal Judge Sylvest Ryan in U.S. District Court here Oct. 19.

The amended decree was the resu of negotiations between Ascap a the Department of Justice over t past several years. The original Asc decree was entered in 1950.

VIEW:

ick to the Wall

ex-Universal—Ellis Films

rt theatre exhibitors who play ck to the Wall," a melodrama im- ted from France by Ellis Films, anticipate some long-run engage- its. Not since the French sent us abolique" and "Demoniac" has re been a mystery picture as tricky fascinating as this one is.

t is the work of Edouard Molinaro, of the group of young and talent- directors the French industry is sently so excited about. He starts film on an eerie note. A grim-look- man drives up to an apartment lding in Paris late at night and sently emerges with a corpse pped in a carpet, which he de- its in his car. Then he methodical- proceeds to a factory under con- iction and burics the corpse under nick layer of cement within a wall. With the audience thoroughly in- ued as to who the man is and who person is he has apparently mur- ed, the picture dissolves into a hback exposing all. And it is quite story—one of those very French airs in which a husband discovers wife has acquired a lover and plots liabolical revenge. Instead of con- ating the pair with his knowledge, blackmails them himself, sending anonymous letter demanding ney.

rom here commences a malicious ne of cat-and-mouse, with the hus- d forcing his wife to beg him for ney which he then collects in the ll! Eventually, however, his plan kfires in a way that few in the au- nce could possibly anticipate and review should give away. The end- is marvelously ironic and satisfac- y from every viewpoint.

Jnder the clever and inventive di- tion of Molinaro, the story, which s adapted by Frederic Dard from own novel, weaves an irresistible ll. Suspense mounts steadily, and numerous involutions of the plot er get out of hand.

The acting is first-rate. Gerard Oury just the right air of sinister cal- ation as the vengeful husband, and utiful Jeanne Moreau is cool and sed as his faithless wife. Philippe aud makes the lover an intriguing f-beat" type, and Jean Lefebvre is using as a detective specializing in ltery cases but a cuckold himself. English sub-titles translate the nch dialogue of this Essex-Univer- presentation produced by Francois avane and the Societe Nouvelle Des blissements Gaumont.

nning time, 94 minutes. Adult ssification. Release, in September.

RICHARD GERTNER

ooper Aids WOMPI

DENVER, Aug. 30.—Cooper Foun- tion Theatres, through Kenneth An- rson, general manager, has made generous donation to the Charity nd of the Denver chapter, Women the Motion Picture Industry. The nation will help to maintain the ly Ghost Youth Center, operated WOMPI near Film Row.

Slate Skouras

(*Continued from page* 1)

branch and regional advertising-publicity managers.

Along with a speech by Skouras, top 20th executives will address the meeting. General sales manager Alex Harrison will greet the managers and other speakers will include: executive vice-president W. C. Michel, vice-president and Eastern studio representative Joseph Moskowitz, and treasurer-secretary Donald Henderson.

Tuesday afternoon's session will be devoted to a briefing of the managers by vice-president Charles Einfeld and members of the advertising, exploitation and publicity departments.

Moskowitz, Norris to Speak

Wednesday will be devoted to a report on the success of 20th's local autonomy system as well as other subjects on the sales agenda. In addition to a speech by Harrison, assistant sales managers Martin Moskowitz and C. Glenn Norris will speak at the meeting.

FIDO Celebrates

(*Continued from page* 1)

consequences of unrestricted competition from films on TV."

Up to Aug. I, FIDO had collected £398,733 ($1,117,452) from exhibitors and expended £48,540 ($135,-912) in operating expenses and the acquisition of covenants covering 57 feature films.

Active negotiations are now underway to acquire covenants for 88 additional pictures.

In addition FIDO claims the responsibility for many thousands of films not being offered to TV and for the B.B.C. reducing its televising of cinema films to one every other week.

The FIDO statement today concludes with a reminder that "if a producer sells his television rights to a third party, who in turn sells it to British TV, he will not thereby escape the consequences."

Mardi Gras to Make Two More Pictures

Special to THE DAILY

NEW ORLEANS, Aug. 30.—Mardi Gras Productions, local film company whose first project "Face of Fire," opened at the Panorama Theatre here Friday, has announced plans for two more features, one of which will be produced here.

The company commenced operations in mid-summer in 1958, offering 200,000 shares of common stock to residences of the state of Louisiana only at $2.50 per share.

Mardi Gras also will produce and distribute TV series for national release. "Wild Cargo," their first, is being presented locally on WWL-TV nightly.

President of Mardi Gras is Label A. Katz. Frank Shea is first vice-president; Louis Garfinkle, second vice-president; Max Zelden, secretary-treasurer.

Television Today

Removal of Restrictions Placed on Radio, TV News Reporting Is Urged

Special to THE DAILY

WHITE SULPHUR SPRINGS, W. Va., Aug. 30.—An official of the National Association of Broadcasters said here that the American public "all too often must rely upon hearsay and propaganda" because of the barriers faced by radio and television in the coverage of public proceedings.

Howard H. Bell, assistant to the president of the NAB, in a speech prepared for delivery yesterday before the Summer convention of the West Virginia Broadcasters Association at the Greenbrier Hotel, said: "In our rapidly changing and complex system it is becoming increasingly difficult for the public to obtain all the facts needed to make informed judgments on critical issues of the day."

Points to 'Prepared Statements'

Bell declared that the enormous growth of government has resulted in the "all too frequent use of the prepared statement and the news release as a means of keeping the public informed on governmental matters" and said this trend "is taking place at a time when the necessity of being well informed is greater than ever before in our history."

He called for the removal of restrictions and conditions upon the reporting of news and cited barriers faced by radio and television in the coverage of public proceedings from local council meetings to committees of the U. S. House of Representatives.

NBC-TV Will Launch Talent-Search Program

The NBC Television Network is launching a full-scale talent discovery and development program under the direction of David Tebet, director, talent relations, it was announced on Friday by David Levy, vice-president, NBC Television programs and talent. The search will center around four areas:

¶Emcees and hosts for daytime programs.

¶Singers, comedians and specialty acts for variety shows.

¶Stars and leads for NBC-produced pilot films.

¶Dramatic actors for NBC-produced live shows.

To uncover this talent, Levy said, NBC will hold two auditions a week in New York, starting about Oct. 1 and continuing indefinitely. Preliminary screening will be conducted by Richard Kelly, manager, casting, and Edith Hamlin, assistant supervisor, casting.

The most promising talent gleaned from these auditions will then be further screened by Tebet and by his assistant, Lou Ames, who will make final recommendations for auditions before the NBC program board. A similar operation will take place on the West Coast under the direction of Harold F. Kemp, director, nighttime programs.

Selected talent will be signed to exclusive NBC contracts and made immediately available for performances on network programs.

Who's Where

MGM-TV has named **Sheldon Nemeyer** as director of industrial sales, it was announced by **Bill Gibbs**, who heads MGM-TV's commercial and industrial films division.

□

George F. Hoover has been promoted to ABC trade press editor, effective Sept. 14, it was announced by **Stephen Strassberg**, director of press information for ABC. He replaces Art Foley, who is joining Biderman, Tolk & Associates as an account executive.

□

Stanley Levey has been named general sales manager of Arrow Productions, **Alvin E. Unger**, general manager of the special projects division of Independent Television Corporation, announced. Arrow Productions is the ITC division devoted to sales and program counselling on re-run product. Levey will headquarter in Chicago.

□

Bruce Colen has joined Hubbell Robinson Productions, Inc., as a general executive. His first assignment will be in the literary department of the organization.

NTA to Release 160 Films in Three Periods

Distribution plans for the 160 Twentieth Century-Fox feature motion pictures recently acquired for TV distribution by National Telefilm Associates, Inc., call for the release of the films during three six-month intervals, Harold Goldman, NTA International president, announced.

The first films will be released next month, with others being made available periodically. They will be known as the Sunset, Santa Monica and Wilshire features.

The Sunset features, numbering 54 films, are scheduled for the initial release. They will be followed by the 54 Santa Monica and 52 Wilshire films.

An Announcement Of Major Importance
To The Entertainment Industry
Throughout The World

The Mirisch Company, and producer-director Robert Wise
take pride in announcing the production of

WEST SIDE STORY

in association with Seven Arts Productions.

The film will be made on a scale in keeping with its stature as one of the most important properties of the decade and will involve some of the world's greatest creative talents. ❧ It will be filmed in color in one of the leading large screen processes on a multi-million dollar budget. ❧ Shooting will begin in the summer of *1960*. ❧ The film will be released by United Artists on a road show basis.

WEST SIDE STORY
is based on the stage play
Music by Leonard Bernstein; *Lyrics by* Stephen Sondheim;
Produced by Robert H. Griffith *and* Harold S. Prince
by arrangement with Roger L. Stevens; *Book by* Arthur Laurents;
Conceived, Directed and Choreographed by Jerome Robbins.

THRU
UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

)L. 86, NO. 44 NEW YORK, U.S.A., TUESDAY, SEPTEMBER 1, 1959 TEN CENTS

)istribution Scheme

)et Plan for)haring Costs)f Red Films

)ompanies Retain 30%;)alance for MPAA Use

An agreement for sharing costs— profits, if any—of handling the ven Soviet films included in the ate Department's cultural exchange reement with Moscow was reached the Motion Picture Assn. execu- e committee at a meeting here sterday.

With each of seven MPAA member mpanies handling one of the Soviet ms, 30 per cent is being allowed r distribution costs and will be re- ined by each company. The 70 per nt balance will be turned over to PAA, which will use it to pay for ints and advertising. The balance income thereafter, if any, will be id into a pool. Profits or deficits ill be shared among the seven par- ipating companies on a pro rata sis.

It was decided also that a legend

(*Continued on page* 2)

apra Is Against All inds of Censorship

By WARREN G. HARRIS

Whether it be by a religious or ate body, producer-director Frank apra is opposed to film censorship any kind. He is not against the in- stry's own Production Code, he told trade press conference here yester- y, but "I wouldn't go further."

Capra believes that a good deal of

(*Continued from page* 6)

Feature' Promotion for Columbia Short Subject

Columbia Pictures will release the rize-winning film, "The Golden Fish" 'Histoire D'un Poisson Rouge") in e U.S. and Canada as a special at- raction later this year, it was an- ounced yesterday by Rube Jackter,

(*Continued on page* 5)

ELEVISION TODAY—page 6

The hottest company in the industry today starts the greatest showmanship effort in its history . . . the

SPYROS P. SKOURAS DRIVE

August 31 – December 26

ADVT.

Fox Meet to Hear Ad Drive Today

The advertising and publicity campaigns for 20th Century-Fox's releases between now and the end of the year will be revealed to the company's national sales meeting today at the afternoon session at the home office here. Branch managers and regional advertising and publicity man-

(*Continued on page* 5)

Phillips Is Eulogized At Services Here

Hundreds of leaders of the motion picture industry, other branches of the entertainment field, the legal profession and other walks of life yesterday heard the late Louis Phillips eulogized for his "great and kind heart" and his dedication to the highest principles of the legal profession, of which he was a member.

The eulogy to Phillips, 66, vice-

(*Continued on page* 5)

Step Up Anti-Pay-TV Campaign in Canada; Say Families Must Pay $750 Per Year Each

Special to THE DAILY

MONTREAL, Aug. 31.—Canadian residents are told they will pay as much as $750 a year for the "privilege of looking at your (television) set" if toll-TV is established in that country in a fact sheet being distributed by the Citizens Committee for Free TV, of Montreal, Quebec, to Canadian residents and legislators. A test of Cable-TV, to be conducted by Famous Players Canadian Corp., is scheduled of Etobicoke, a suburb of Toronto, late this Fall.

Joseph Strauss, president of the Theatre Owners of Canada, an affiliate of Theatre Owners of America, said the citizens committee is making heralds available to theatres for mailing with their programs and distribution to patrons, as part of a campaign to alert Canadians to the costs of toll-TV. The herald charges that toll-TV, if successful, would kill free television. It cites the pay-TV test conducted in Bartlesville, Okla., which it says "failed miserably."

62 for Quarter

Top Pictures Pile Up for End of Year

Hyman Sees Accumulation Of Major Films for Holiday

With 62 features—five of them specials—set for release by the nine national distribution companies in the last quarter, Sept. 1 through Dec. 31, there is a noticeable concentration of box office values at the year end holiday period once more.

This is noted by Edward L. Hyman, vice-president of American Broadcasting - Paramount Theatres, in a revised release schedule for the last four months of 1959, distributed yesterday.

Hyman has been campaigning for orderly distribution of quality product throughout the year, in order to avoid insofar as possible the frequent periods of quality releases in depth—usually at holiday times—and the periods of release scarcity in between.

In an endeavor to encourage distributors to spread their quality releases into so-called "orphan periods,"

(*Continued on page* 7)

Johnston Delays His Departure for Europe

Eric Johnston, Motion Picture Assn. president, who had planned to leave here for Europe next week has postponed his departure indefinitely, it was learned yesterday.

The Motion Picture Assn. office here had no explanation for the change of plans and was unable to say whether or not it was due to the scheduled American visit of Nikita

(*Continued on page* 6)

Code Review Board Members Being Named

Reappointment of most of the 10 outside members of the Production Code Review Board, whose second one year terms will expire on Sept. 17, is in process of being made by Eric Johnston, Motion Picture Assn. president.

The 10 were first named two years

(*Continued on page* 6)

PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's, Inc., is scheduled to return to New York today from the Coast.

•

RUBE JACKTER, Columbia Pictures vice-president and general sales manager is in Chicago from here.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and his assistant, BERNARD LEVY, are in Detroit from New York for conferences with WOODROW PRAUGHT of United Detroit Theatres.

•

JOHN R. PATNO, Jr., manager, New England Theatres' Paramount Theatre, Springfield, Mass., and MRS. PATNO have returned there from a vacation trip to West Palm Beach.

•

ROBERT M. STERNBURG, vice-president and district manager, New England Theatres, Inc., and MRS. STERNBURG have become grandparents for the fourth time with the birth of a boy, JOHN, to their son-in-law and daughter, MR. and MRS. GEORGE SPOLL, West Hartford, Conn.

•

LEON LEONIDOFF, Radio City Music Hall senior producer, is in Tel Aviv again to continue rehearsals for the all-Israeli stage spectacle scheduled as the Music Hall's next attraction.

•

MORI KRUSHEN, United Artists' exploitation head, will leave here for Europe Thursday for a tour covering principal cities.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
CARY GRANT EVA MARIE SAINT JAMES MASON
in ALFRED HITCHCOCK'S
"NORTH BY NORTHWEST"
An M-G-M Picture in VistaVision • Technicolor®
and GALA NEW STAGE SPECTACLE "SUMMER FESTIVAL"

For 40 Years A Tradition Of Service

For over 40 Years Service and Quality has been Our Tradition.

Showmen all over America know they will get the best when they order

FILMACK SPECIAL TRAILERS

NEW YORK 630 Ninth Avenue

1327 S. Wabash Ave., Chicago 5, Ill.

Set Cost Plan for Red Films

(Continued from page 1)

explaining that each Soviet film presented is a part of the U.S.-Soviet cultural exchange, sponsored by the U.S. State Department, will be used ahead of the main title on each print.

The premiere picture in the agreement, that of "The Cranes Are Flying," which went to Warner Bros. for distribution in the drawing conducted by MPEA earlier, has been set for Oct. 20 in the Dupont Theatre, Washington, D.C. At approximately the same time, the premiere of the first of the 10 American films within the agreement will be held in Moscow. The premiere picture is "Marty," distributed by United Artists. The latter is lining up three to five American stars to go to Moscow for the premiere.

Both Washington and Moscow premieres are expected to be attended by high-ranking official and diplomatic delegations.

UA 'Solomon' Drive Begins Third Stage

United Artists' advance exploitation campaign for Edward Small's "Solomon and Sheba" moves into its third stage today with Jack Goldstein, Eastern coordinator for the film's special promotion unit, embarking on a 12-city tour, it was announced by Fred Goldberg, national director of advertising, publicity and exploitation.

Goldstein will meet with media representatives and leading exhibitors in Canada and the United Staates as part of the third cross-country swing for the film. His itinerary over the next three weeks includes Toronto, Buffalo, Albany, Louisville, Indianapolis, Cincinnati, Charlotte, Norfolk, Richmond and Baltimore. He returns to New York, national headquarters for the "Solomon and Sheba" promotion unit headed by Jonas Aronld and Lois Weber, on Sept. 18.

One of a corps of promotion experts, Goldstein carries with him a leather-bound, gold-embossed promotion kit containing specially prepared material designed to create word-of-mouth attention for the UA release with selective audience groups. Primary targets include schools, colleges, libraries, museums, church, civic and community organizations.

Services Today for Solether, Ohio Pioneer

Special to THE DAILY

CLEVELAND, Aug. 31. — Funeral services will be held in Chagrin Falls tomorrow for Lauren B. Solether, 75, pioneer Ohio exhibitor and owner of the Falls Theatre in Chagrin Falls.

Surviving are his wife, Hazel, to whom he had been married 51 years, and three sons, James H., mayor of Chagrin Falls; Lauren B., Jr., and David C. Burial will be in Evergreen Cemetery, Chagrin Falls.

Lauren Solether was born in Jerry City, O., near Bowling Green. He was a graduate of Oberlin College. Prior to coming to Chagrin Falls in 1929 he owned a theatre in Toledo. He also, in 1914, owned the first theatre in Bowling Green.

Jackter Set to Attend Allied 3-State Meeting

Special to THE DAILY

CINCINNATI, O., Aug. 31. — Rube Jackter, vice-president and general sales manager of Columbia Pictures, will attend the Allied Ohio Valley Convention here Sept. 15 and 16 at the Sheraton Gibson Hotel, sponsored by Allied units of Indiana, Kentucky and West Virginia. Jackter plans to meet and talk with attending exhibitors about Columbia's future plans and upcoming releases.

Nicholson to Attend

It has also been confirmed that James Nicholson, president of American-International Pictures, will attend the meeting. Nicholson will be accompanied by two AIP stars, Anita Sands and Chris Robinson.

Ben Berger, former North Central Allied and National Allied president, is coming out of retirement to deliver the keynote address. Reservations have also been received from Abe Berenson, president of Gulf States Allied and Jack Kirsch, president of ATO of Illinois.

'U' Schedules 30 Film Shorts; All in Color

Universal Pictures will release 30 one and two-reel short subjects—all in color—during 1959-1960, it was announced by F. J. A. McCarthy, Universal assistant general sales manager. Highlighting the program will be the release of a special 20-minute subject "The Boy Who Owned An Elephant" in color featuring Tallulah Bankhead as the narrator and shot in Florida with the Cristiani Circus as a background.

The program will also include two two-reel specials in color—"Majestic Island" dealing with Taiwan and "Pacific Paradise" featuring the new 50th State of the Union. There will be eight new Color Parades, and 13 new Walter Lantz color cartunes, eight of them being new Woody Woodpeckers. Finally there will be six Woody Woodpecker Walter Lantz Technicolor cartune reissues.

NATKE Sees Higher Pay, Longer Holiday

By PETER BURNUP

LONDON, Aug. 29 (By Air Mail) The National Association of Theatri and Kinematograph Employees lodged a claim for higher pay longer holidays for several thous workers in the distribution side of industry here.

For NATKE members in indust grades the union asks for a pay of £1 ($2.80) a week with th weeks' holiday annually instead of present two. A pay increase onl asked for clerical workers.

Negotiations have opened betw the Renters' Society and the un Another meeting will be held wit the next two weeks.

The union claims that basic r in the existing agreement are lagg behind rates and conditions in film industry generally. No claim made for a shorter working we Union workers concerned are alre working less than a 40-hour week.

With the proposed £1 a week a dispatch manager's basic w would be just over £13 ($36.40 week. Packers would receive just der £10 ($28) a week.

Lionel Clyne Named Regent Man. Director

From THE DAILY Bureau

LONDON, Aug. 31.—Follow changes in the control of Regent sociated Film Companies, Li Clyne, formerly with Republic, been appointed managing director.

Clyne's immediate plans are for strengthening of the group's posi in the fields of cinema screen adve ing and television commercials. A long-term policy he also plans de opment into TV, as well as feature production. Regent also retains its terest in exhibition through two ci mas in the provinces.

Schacker Acquires 2

Marshall Schacker, producers r resentative and head of Premi Films, has acquired two new ropean feature films for distribut here. One is "The Volga Boatma filmed in Yugoslavia in English by Italian company. It stars John Der Elsa Martinelli, and Dawn Adda The other is "The Nights of Lucre Borgia," produced in Rome. Both in CinemaScope and Eastman Col

Earl Elkin Dies

MEMPHIS, Tenn., Aug. 31. — E Elkin, owner of the Elkin Theat Aberdeen, Mississippi, and an exhi tor since 1919, died of a heart atta while attending the American Leg convention in Minneapolis Saturd

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fec Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Ho wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-31 Cable address: "Quigpubco, New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagh Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

If I have to decorate you one day and slap you in a stockade the next, I damn well will!"

GARY COOPER

as Major Thorn

THEY made this year's big picture!

COLUMBIA PICTURES
presents

GARY COOPER • RITA HAYWORTH
VAN HEFLIN • TAB HUNTER

in
the
WILLIAM GOETZ
Production of

THEY CAME TO CORDURA

co-starring
RICHARD CONTE • MICHAEL CALLAN
DICK YORK
Directed by
ROBERT ROSSEN
A GOETZ-BARODA
PRODUCTION
From the Novel by
GLENDON SWARTHOUT
Screenplay by
IVAN MOFFAT, ROBERT ROSSEN
CINEMASCOPE
In
EASTMAN
COLOR

PRINTED IN U.S.A.

trike by SWG-W Put Hands of the Board

From THE DAILY Bureau

HOLLYWOOD, Aug. 31. — Mem-rs of the screen branch of the riters Guild of America-West has thorized the guild's board to issue strike order if and when it deter-nes a satisfactory deal cannot be ade with certain independent com-nies and persons with whom the ild has been negotiating a new een contract for the past several nths.

Some 55 companies are involved, ny controlled by the same nominal ads.

Authorization for the strike was ade at a WGAW membership meet-g late last week through unanimous te in secret ballot, with Richard rphy named to head the strike mmittee to carry on organizational tters if a strike order becomes cessary.

hilmont Village Seeks o Acquire Theatre

Special to THE DAILY

PHILMONT, N. Y., Aug. 31.—The llage of Philmont is about set to ac-ire, convert and outfit the 35-year-l, brick Strand Theatre, now avail-le for $3,000 from its owner, Fred rbst. If the voters give final ap-oval—possibly during the first two eks in September—the center of ic operations will be transferred m the ancient, frame village hall to former motion picture house.

About 35 residents who attended Aug. 11 meeting tentatively ap-oved acquisition and refurbishing of e theatre. An architect was engaged draw plans, which will be ready pt. 1.

Vins Music Hall Award

Johnny Daenen, a 17-year-old tap ncer from Port Arthur, Tex., has come the third performer from the d Mack Original Amateur Hour levision show to win a Radio City usic Hall award of merit, recogni-n entitling the winner to a profes-nal appearance on the Music Hall ge.

witches to Todd-AO

CLEVELAND, Aug. 31.—The Pal-e Theatre will close for six weeks at e conclusion of the present repeat gagement of "Cinerama Holiday" to rmit installation of Todd-AO equip-ent. Managing director Max Wink is rrently in New York to complete al arrangements for the change-er.

Chicago Likes 'Denim'

Twentieth Century-Fox's "Blue enim" opened to exceptional busi-ss over the weekend at the State ake Theatre in Chicago, according theatre reports. The attraction rossed $28,459 for the three-day eekend, ahead of most of the top ttractions of recent months.

Louis Phillips Eulogized by Industry Leaders

(*Continued from page* 1)

president and general counsel of Paramount Pictures, who died Saturday of a heart attack, was delivered at the Riverside Memorial Chapel by Rabbi Benjamin Kreitman of the Brooklyn Jewish Center. Interment followed at Mount Lebanon Cemetery, Brooklyn.

Company Officials Present

Among the hundreds of mourners who attended the services yesterday were the following: Eric Johnston, Barney Balaban, Adolph Zukor, George Weltner, Paul Raibourn, James E. Perkins, Jerry Pickman, James E. Richardson, Ed Weisl, Sidney Schreiber, Spyros P. Skouras, Kenneth Clark, Otto Koegel, Robert O'Brien, Charles Regan, Robert Benjamin.

Also, Arthur Krim, Max E. Youngstein, Seymour Peyser, William Heineman, A. Schneider, Simon Fabian, Samuel Rosen, Sam Rinzler, Adolph Schimel, Howard Levinson, Samuel W. Black, Robert Meserve, Louis Nizer (who returned from Europe to attend the funeral), Louis Weber, Budd Rogers, Sidney Blumenstock, Prof. Milton Handler, A. C. Bickford, James Murtagh, Whitney North Seymour, Herbert B. Lazarus, Jerome Golden, Robert W. Perkins, John F. Kasky, Milton C. Weisman, Eugene Picker, Sol Schwartz, Sidney Markley. Many members of the bench also were present.

Expressions of sorrow at the death of Phillips were received in the offices of MOTION PICTURE DAILY yesterday, among which were the following messages:

Barney Balaban, Paramount president: "The severing of Louis Phillips from the life of Paramount means more than the loss of a dear friend, the passing of an associate. For Louis Phillips came to Paramount in the great era of the company's expansion in the late Nineteen Twenties (1928) when sage counsel in a host of legal matters was a priceless commodity. This counsel continued to play its wonderful part in the upbuilding of Paramount.

"Louis Phillips throughout his entire life was one of those rarities among people—a man of gentleness in all matters dealing with his fellow men, and a man of superb strength and integrity in his administration of the law.

"I shall miss his wise counsel, as will also his legion of devoted friends throughout the film industry and the world of law."

Eric Johnston, Motion Picture Ass'n. president: "Louis Phillips' passing takes from the motion picture scene a man who was a tower of strength. Through his energy and great wisdom he brought satisfactory solutions to problems that often baffled lesser men. All of us who looked to Louis to find the right answer will miss him as a fellow worker and a friend."

'Spirit and Service' Cited

George Weltner, Paramount vice-president: "To speak of the loss of a man of the stature and integrity of Louis Phillips is to attempt a statement of fact difficult of putting into adequate words. For here was a man who handled both the spirit and the service of the law with a sense of dedication so fine that it ennobled all who became touched by it.

"His influence on the Paramount organization was in this spirit from the moment of his first contact with us, and we shall carry the fine imprint of his sage counsel whilever there is a Paramount company."

Columbia Film

(*Continued from page* 1)

Columbia Pictures vice-president and general sales manager.

He said that the 20-minute Eastman Color production would be given the same sales and merchandising handling as a full-length feature.

"'The Golden Fish' is a blockbuster in the short subjects field," the general sales manager declared, "and we're going to treat it as such. At present, Columbia will consider only extended run playdates for this film."

"The Golden Fish" captured the International Critics Prize at this year's Cannes Film Festival.

Reach Agreement on State Taxing Bill

From THE DAILY Bureau

WASHINGTON, Aug. 31. — Senate-House conferees reached quick agreement on a bill to limit states' powers to tax the income of out-of-state companies.

The House and Senate are expected to ratify the bill promptly and the President is expected to approve it. It is aimed at restricting somewhat a broad grant of power given the states in this field by two recent Supreme Court decisions.

The compromise bill provides a state cannot tax an out-of-state firm if its only activity in the state was the solicitation of orders for filling from outside the state. The Senate finance and House judiciary committees would also be ordered to study the problem and give their recommendations for any additional legislation to Congress by July 1962.

Dismissal Sought of 'Blue Law' Hearing

Special to THE DAILY

SPARTANBURG, S. C., Aug. 31.—Attorney general Dan McLeod has filed a motion to dismiss a "blue law" hearing scheduled for Federal Court hearing. A three-judge Federal tribunal will meet in Columbia Sept. 8 to hear arguments questioning the validity of South Carolina's laws against Sunday amusements.

The attorney-general listed eight reasons in filing his motion for dismissal of the case, including the view that neither the First Amendment to the U.S. Constitution nor the 14th Amendment are violated by section 64-1 of the co-called "blue laws."

Operating in Six Counties

By virtue of a restraining order issued by Federal Judge C. C. Wychegn amusements and movies are operating in six counties of the state without interference from law enforcement authorities.

McLeod, in his motion for dismissal, further contended that "a corporation, such as the movie companies, does not legally have a religious status."

Mrs. Greenblatt Dies

Funeral services will be held today at Riverside Chapel, Far Rockaway, at 1 P.M. for Mrs. May Greenblatt, wife of Arthur Greenblatt, home office executive of Allied Artists. Mrs. Greenblatt died Sunday.

Besides her husband she is survived by two daughters, Mrs. Joan Markowitz and Mrs. Irma Chenetz, and four grandchildren. Donations to the Hebrew Kindergarden and Infants Home, Far Rockaway, are requested in lieu of flowers.

Fox Meeting

(*Continued from page* 1)

agers are attending the meetings.

An opening address by 20th vice-president Charles Einfeld will begin the merchandising session. Following Einfeld's speech, every facet of the campaigns for 20th releases from September through January will be outlined. A representative of advertising, publicity and exploitation department personnel as well as several of the ad-pub managers, will speak.

In addition to Einfeld, speakers will include Rodney Bush, exploitation director; Abe Goodman, advertising director; Ira Tulipan, publicity manager; Eddie Solomon, exploitation manager; Martin Michel, radio-television manager; Max Stein, creative advertising manager; Nathan Weiss, assistant advertising manager and Edward Feldman, of 20th's publicity department.

Along with these speakers will be a variety of motion picture industry and advertising, publishing and promotional representatives. Chief among the guest speakers will be RKO Theatres vice-president Harry Mandel; Leonard Forman, promotion director of pocket books and Charles Schlaifer, advertising agency president.

Ad-pub managers who will speak are Eddie Yarbrough, Los Angeles; Don Yarbrough, San Francisco; Sol Gordon, Chicago; Adrian Awan, Cleveland-Detroit; and Hal Marshal, Philadelphia.

'Tamango' Stays Strong

"Tamango," the Hal Roach release, is being held for a third week at the Fox Theatre in Detroit after a big second weekend gross of $13,285.

Television Today

Lawrence Film Centre To Open in Toronto

Special to THE DAILY

TORONTO, Aug. 31. — Canada's newest motion picture studios will be opened for full-scale production on Tuesday, October 6, it was announced by executive vice-president John T. Ross of Robert Lawrence Productions here. With the installation of videotape equipment before the end of the year, the new film-sound-and-tape centre in downtown Toronto will represent a total investment of over $1,000,000.

The new studios are designed to extend the company's realms beyond the television commercial field, to television programs and theatrical features. They contain three stages in 25,000 square feet of space, with videotape facilities located between the two main stages. An independent sound company, Eastern Sound Company Ltd., headed by Harold Clark, will offer complete sound recording facilities on the premises.

Belafonte to Star in Revlon Dec. Special

Harry Belafonte has been signed to star in the first of five hour-long Revlon specials on the CBS Television Network Thursday, Dec. 10 (8:30-9:30 P.M., EST). Revlon also sponsors fifteen 90-minute specials on the network, the first of which will be presented on Thursday, Oct. 8 (9:30-11:00 P.M., EDT).

Phil Stein, who will produce the Harry Belafonte program, produced the two most recent television programs in which Belafonte appeared. In the forthcoming Revlon special, Belafonte will sing folk songs from all over the world.

The first 90-minute Revlon special, Oct. 8, features Rock Hudson as host, with guest stars Tallulah Bankhead, Sammy Davis, Jr., Mort Sahl and Esther Williams. The hour-and-one-half Revlon specials will alternate with "Playhouse 90" in the Thursday, 9:30-11:00 P.M. time period.

Nat'l. Videotape Service Opens on West Coast

From THE DAILY Bureau

HOLLYWOOD, Aug. 31. — The West Coast's first independent company with both interior and remote facilities devoted solely to the production of video-tape commercials and programs officially opens its doors here Tuesday. The new firm is incorporated under the name of National Videotape Service and is being helmed by Harold S. Marienthal, for years the Western head of the Television Division of National Screen Service.

NVS is organized to provide a complete videotape commercial service.

Delaware Stay Issued On Sale of HBS Stock

Special to THE DAILY

WILMINGTON, Aug. 31.—A temporary restraining order entered in U.S. District Court by Chief Judge Caleb M. Wright restrains Hialand development Corp., a Delaware company with its principal office in Oklahoma City, until Sept. 10, 1959 from "transferring or in any way and to any extent divesting Hialand of its ownership of the stock of Hawaiian Broadcasting System, Ltd, the theatre properties and any or all other assets, all of which were received by it as a result of its purchase of the assets of Consolidated Amusement Co. Ltd. or from transferring or divesting itself of any of the proceeds of any of the said properties received by its Consolidated Amusement Co., Ltd., which it may already have disposed of."

Plaintiff, the 808 Corporation, a Pennsylvania company, posted the $2,000 bond upon which the temporary restraining order was conditioned.

Judge Wright's order further provided that the plaintiff's motion for a preliminary injunction be brought before the court for a hearing on Sept. 10, 1959.

The complaint, filed Aug. 28, said Consolidated is now known as Theatre Proceeds Corp., a Hawaiian corporation, and that the stock certificate representing the plaintiff's 350 shares of Consolidated capital stock has been cancelled in pursuance of a plan of liquidation.

Bertram Berman Named To New Post at CBS

Bertram Berman has been named to the newly created post of director of daytime programs, Hollywood, for the CBS Television Network, effective immediately, it was announced by Oscar Katz, vice-president, network programs.

In his new position, Berman will report directly to William Dozier, vice-president, programs, Hollywood. Berman joined the CBS Television Network in May, 1956, as director of daytime programs, with headquarters in New York, and in 1957 became director of daytime program development.

Albert, Ritter Co-Stars With Silver in 'Ballad'

Eddie Albert and Thelma Ritter have been signed to co-star with Phil Silvers, who plays the title role, in "The Ballad of Louie the Louse" on the CBS Television Network Saturday, Oct. 17 (9:00-10:00 P.M., EDT). "The Ballad of Louie the Louse," a musical comedy with six original songs by Nat Hiken and Gordon Jenkins, is the first of four hour-long specials in which Silvers will appear during the 1959-1960 season.

Hamrick Back with New Theatre in Portland

Special to THE DAILY

PORTLAND, Ore., Aug. 31.—The Hamrick circuit, which has not been represented by a theatre here since its old Liberty was sold and razed early this year, is scheduled to open its new Music Box early next year.

Work is well along on the $300,000 modern, 650-set house. Will J. Conner, circuit president, said it will have Todd-AO equipment and numerous other modern features.

Capra Hits Censorship

(*Continued from page* 1)

the current controversy over sex in films has been stirred up by the screen appearances of Brigitte Bardot —"she has a hell of a lot to do with this thing. But I don't think you need that kind of startling sex to make people go to theatres. That's the easy way. After all, sex has always been the greatest commodity in the world."

Points to 'Nun's Story'

Pointing to the current success of "The Nun's Story" and his own "A Hole in the Head," Capra said "I don't think they depend on sex." When it comes to presenting controversial subjects such as homosexuality and dope addiction on the screen, Capra said he has no objection to them, "as long as they're shown for what they are." Since motion pictures influence people of all ages all over the world, it is their responsibility "to keep moral standards on the right side," the producer-director stated.

It is Capra's strong conviction that the function of the motion picture is to entertain, but he admits that "the corallaries are many" and that films "can tackle many problems.'

Capra has just returned from a nine-day visit to Brazil, where he served as a good-will ambassador for the Motion Picture Association. In that country, which he said is as big as the United States "plus another Texas," Capra said that he found the U.S. winning the battle for the hearts of the people there. American culture is spreading everywhere, he continued, and our films are enormously popular with Brazilians.

Says Brazil Looks Abroad

The producer-director found Brazilians extremely anxious to find greater foreign markets for their own films, especially in the English speaking nations. It was Capra's observation that Brazil's industry could be developed best by co-production deals with U.S. producers. There are many incentives, he said, including the willingness of many private individuals to help in financing co-productions, and the very nature of the "amazing country" itself, which "is just exploding with energy."

Mike Newman Dies

LOS ANGELES, Aug. 31. — Mike Newman, veteran exploiteer, who represented Columbia Pictures in this territory since 1931, died here on Sunday.

Code Boar

(*Continued from page* 1)

ago to supplement the 10 men of the MPAA board of directors constituted the Code review b until then. Their naming was i sponse to urgings that non-M representation was desirable on board, particularly in the eve was called upon to review a seal denial involving a picture longing to a producer or com not a member of the MPAA.

Under the so-called liberal app tion of the Code by the Produ Code Administration in Hollywo recent years, there has been n stance of the new 20-man re board being called upon to d an appeal from a P.C.A. ruling.

Ten Terms Expiring

The 10 outside board men whose terms are expiring in Leonard Goldenson, American B casting - Paramount Theatres P dent; Russell V. Dowing, presi Radio City Music Hall; Sol Schwartz, president, RKO Thea Leopold Friedman, chairman of board, Loew's Theatres; Ben Ma Marcus Theatres Management Milwaukee, and Allied States re sentative on the Compo triumvi George Kerasotes, Kerasotes The Springfield, Ill. and president of T tre Owners of America.

Also: producers John Ford, liam Goetz, George Sidney and lay Kramer.

It was reported but could no confirmed that Eugene Picker, P dent of Loew's Theatres, may named in place of Friedman, and ney Markley, AB-PT vice-presi in place of Goldenson.

Johnston Delays

(*Continued from page* 1)

Khrushchev, whom Johnston visit Moscow and at his country home the Black Sea last spring. Khr chev's wife, son and daughter, will accompany the Soviet pren here, were present during the l visit.

Johnston had planned to go to L don first to discuss a renewal of Anglo - American film remitt agreement which expires late month, and from there was to g Paris and Berlin to discuss French and German film agreem which have been in negotiation some time.

Indications are a new date for departure will be set for late in month.

Burton Stone in New C.F.I. 'Lab' Post

Burton "Bud" Stone has been named sales manager of the West Coast laboratories of Consolidated Film Industries, Ted Hirsch, general manager, announced yesterday.

Stone was recently with a local advertising agency, and previously had been associated with C.F.I. for nine years in various phases of laboratory operation.

Plessis, So. African owman, Coming Here

From THE DAILY Bureau

ONDON, Aug. 31.—After a two- k product-buying mission in Lon- , Paris and Rome, South African bitor Pieter J. du Plessis, manag- director of Film Import Co-Opera- of Pretoria, is to embark on a ilar operation in America. With co-directors he is due in New York Sept. 7.

)u Plessis, who is also managing ctor of Inrybelange Drive-In Thea- , came to Britain with his chair- n, Dr. Coertze, who is a leading nber of the Union Parliament, years ago to discuss because of nopolistic tendencies in the South ican industry—the better distribu- of independent product within the on.

fter talks with British industry ds, du Plessis returned to the Union rganize Film Import Co-Operative, roup of drive-in theatre owners, in er to acquire important inde- dent product. Last year the first s were bought from British distrib- s. A further package of shorts and ures has now been acquired during current visit to Britain.

ast month the South African Board Trade was directed "to investigate make recommendations in regard ny monopolistic conditions which exist in connection with the pro- tion, distribution and procurement motion pictures in the Union."

arwick Acquires Eros; yams Retains Interest

From THE DAILY Bureau

ONDON, Aug. 29 (By Air Mail). gotiations have been completed ereby Warwick Film Productions uire Eros Films distribution com- y. Founders of Eros, the Hyams thers retain an interest in the com- ay.

he Eros board of directors is now stituted as follows: Sam Eckman, chairman; Michael Shipman, man- ng director; Sid Hyams, Phil Hy- s, Irving Allen and Jack Gerber.

t is understood the present sales anization and all Eros employees l be retained. Warwick's contract h Columbia has another year to n.

ewman Leaving WB

HOLLYWOOD, Aug. 31. — War- Bros. and actor Paul Newman e reached an amicable agreement his release from his Warner Bros. ntract, the company announced.

Quality Slate for Year-End

(*Continued from page* 1)

Hyman has been encouraging large numbers of exhibitors in all parts of the country to expend extra promotional and merchandising efforts on the quality releases spotted in the lean periods. Currently, he is sponsoring a four-month drive period among exhibitors. His new release schedule is so devised as to suggest flexibility and adaptability in bookings to get the most out of the quality releases available.

He has done this in part by listing the last quarter releases from Allied Artists, Buena Vista, Columbia, M-G-M, Paramount, 20th Century-Fox, United Artists, Universal and Warners by month rather than by company.

In this way, Hyman notes, "you will be in a position to practice flexibility and adaptability by making every attempt to move some releases forward or backward from periods of abundance to periods of scarcity."

Favors September 'Pre-Releases'

Illustrating, he calls attention to the possibility, depending on availabilities, of delaying some of the relatively plentiful and strong August releases in early September, "a month in which product is not plentiful."

Also, noting that there is an increase in release of quality product in October, Hyman makes the further suggestion that where possible exhibitors endeavor to "pre-release" some of these in late September, thus "immeasurably strengthening" the weaker month.

In the same way and for the same reasons, he suggests trying to "move some of the October pictures back into early November," another period of product scarcity.

"We caution you, however," he says, "to assure the distributors of—and to deliver—the greatest advertising and exploitation campaigns possible for any picture so entrusted to you."

Hopes for Yule Agreement

Despite his more than two years of efforts in direct appeals to distributors for "orderly distribution," and in enlisting nationwide exhibitor support for quality pictures released during "orphan" periods, Hyman notes in his current schedule that "Once more (it reveals) a tremendous number of attractions competing for year-end holiday playing time." But he adds, "We believe that some of the distributors will permit opening their attractions pre-Christmas provided they are also given Christmas playing time. This is true, especially, when youngsters will be out of school in the pre-Christmas week."

"The spring and summer seasons this year brought us a momentum in business that continues to mount," he concludes, "and the trend of decreasing attendance has been reversed. It is vital that we keep this momentum alive through the last four months of the year by doing everything we can to bolster our attractions."

Revised Schedule Outlined

His revised release schedule shows Fox, two; United Artists, three; Univ- Buena Vista, none; Columbia, two; M-G-M, three; Paramount, one; 20th-Fox, two; United Artists, three; Universal, none, and Warner Bros., two, for a total of 15 releases for the month. October: Allied Artists, none; Buena Vista, one special ("Big Fisherman"); Columbia, two; M-G-M, two; Paramount, two; 20th-Fox, two; United Artists, one; Universal, two; Warners, one, for a total of 11 and one special for the month.

November: Allied Artists, none; Buena Vista, one; Columbia, four; M-G-M, two; Paramount, two; 20th-Fox, two; U.A., two; Univ., one, and Warners one, for a month's total of 15. December: Allied Artists, none; Buena Vista, none; Columbia, five and the Samuel Goldwyn special, "Porgy and Bess"; M-G-M, two and the special, "Ben-Hur"; Paramount, one; 20th-Fox, two; U.A., four including the special, "Solomon and Sheba" and limited engagements of "On the Beach" and "The Fugitive Kind"; Universal, two including the special, "Spartacus," and Warners, two, for a total for the month of 16 and four specials.

The total for the last quarter thus, is 62, including five specials.

Drive-In Halts 'World' When Citizens Object

Special to THE DAILY

ATLANTA, Ga., Aug. 31—The owner of the 85-Drive-In Theatre in Fayette County stopped a showing of "The World, the Flesh and the Devil" Friday night after a group of citizens objected to it. Oscar Kilgo, the owner, said the group protested the film on the grounds that it showed one Negro and two whites working toward a common goal.

Kilgo said he complied readily with the request and that he suggested that the county set up a censor board to determine what could be shown. He said the group was not belligerent.

PEOPLE

Mrs. Trudy Weiss, widow of Jack Weiss, independent distributor in the Philadelphia area who died earlier this month, announced that she would continue to operate the business from offices at Camden, N. J.

□

Fred M. Farwell will assume the newly created corporate staff position of vice-president, marketing, Radio Corporation of America, on Sept. 8, RCA president **John L. Burns** announced.

□

Rube Shapiro has announced the sale of his Rialto Theatre in the Germantown section of Philadelphia to a church.

□

A. M. Ellis, head of the Ellis Theatres in the Philadelphia area, was re-elected president of the Beth Jacobs Schools, religious day schools, in that city.

Eastman, Bell & Howell Sign Two Patent Deals

Special to THE DAILY

CHICAGO, Aug. 31.—Two patent license agreements have been signed by Eastman Kodak Company and Bell & Howell Company, it was announced today by William E. Roberts, executive vice-president of Bell & Howell. In accordance with one agreement, there is a limited exchange of non-exclusive licenses and options to license under patents relating to automatic exposure control systems, including systems used on Bell & Howell and Eastman Kodak electric eye cameras.

Under the other agreement Bell & Howell acquires a non-exclusive license on a double exposure prevention device patented by Eastman Kodak. The various royalty rates were not reported.

WB Signs Bellamy

HOLLYWOOD, Aug. 31. — Ralph Bellamy has been signed to portray Franklin Delano Roosevelt in the motion picture version of "Sunrise at Campobello," recreating the role he originated in the prize-winning stage play, it was announced by Jack L. Warner, president of Warner Bros., and Dore Schary, the film's writer-producer. The Technicolor film will be a Schary Production to be released by Warner Bros. Schary wrote the screenplay from his own stage work.

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Caroline, just graduated from Radcliffe, played by **Hope Lange:** "I can't answer that till I've *tried* everything. I may not wind up with the best, but I'll sure as Satan have the most!"

Mike, Executive, played by **Stephen Boyd:** "Escape. In a bottle, or maybe in a girl, provided you don't get too involved. There's always the danger of committing yourself in that weak moment."

Barbara, secretary, played by **Martha Hyer:** "Just one man to whom a divorcee isn't a blank check to quickie Heaven — who won't think that because I once said 'I do' it means that I always will."

Mr. Shalimar, publisher, played by **Brian Aherne:** "To have the office harem I've got, with after-hours dictation privileges. A man in my position isn't easily satisfied with under-the-table-pinching."

April, secretary, played by **Diane Baker:** "A wedding — any kind, any place, just so long as it's quick and legal. If only I'd gotten by that first date without giving myself away."

Gregg, young actress, played by **Suzy Parker:** "Last year I'd have said to be a part of the theatre. But now it's to be part of the producer — that he'd as soon stop breathing as let me go!"

Dexter, man-about town, played by **Robert Evans:** "Girls! Is there anything else?"

David Savage, producer, played by **Louis Jourdan:** "Creating for the theatre. I'd use anything, anybody, to stimulate my creative juices. I'll give them everything in return, short of myself."

Amanda Farrow, editor, played by **Joan Crawford:** "Success in business — the feeling of power that comes with it. It makes up for the bit I have to play at night to keep what I've got in the daytime."

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 86, NO. 45 NEW YORK, U.S.A., WEDNESDAY, SEPTEMBER 2, 1959 TEN CENTS

infeld Says:

'ox Product Loaded with 'howmanship'

ational Sales Meeting old of Promotion Plans

Twentieth Century-Fox currently s product "more loaded with show- anship" than at any time in its his- ry, Charles nfeld, v i c e- esident, said sterday at the ternoon ses- on of the com- ny's national l e s meeting re, first since e advent of e local auton- ny system. T h e com- ny's branch a n a g e r s, well as its re- onal advertising-publicity managers

Charles Einfeld

(*Continued on page* 6)

'oungstein, Levine Will ddress TOA Meeting

Max E. Youngstein, vice-president United Artists and Joseph E. evine, president of Embassy Pic- ures, will address the "show in show- anship" business building session of ie 12th annual convention of Thea- e Owners of America, at the Hotel herman in Chicago, Ill., Sunday

(*Continued on page* 2)

'ranke Leaving Para.; oins ABC Publicity

Charles Franke has resigned as pub- cist for Paramount Pictures here to oin the publicity department of the merican Broadcasting Company as lew York press contact under Steve trassberg, publicity manager. The ap- ointment is effective Sept. 14.

Franke, who has been copy chief

(*Continued on page* 2)

'ELEVISION TODAY—page 5

Rank's Annual Profits Show Large Increase

By PETER BURNUP

LONDON, Sept. 1.—The Rank Organisation, Ltd., today reported annual gross trading profits of £5,634,989 ($15,777,969) for the period ended June 27, 1959. This compares with £4,615,796 ($12,924,228) for the previous fiscal year.

The dividend on ordinary stock was 10 per cent, comparing with five per cent for 1958.

All the Rank subsidiary companies,

(*Continued on page* 2)

Col. Plans Big Drive On Behalf of 'Warrior'

Columbia Pictures is planning a huge campaign to promote "The Warrior and the Slave Girl," the largest of its type ever undertaken by the company. In announcing the promotional drive yesterday, Jonas Rosenfield, Jr., Columbia executive in charge of advertising and publicity,

(*Continued on page* 2)

'Ben-Hur' Booked at Capitol in Cincinnati

Cincinnati joins the list of key cities that will be among the first to play Metro-Goldwyn-Mayer's "Ben - Hur" with the announcement yesterday that the Capitol Theatre has signed a contract awarding the theatre the exclusive reserved seat engagement in the

(*Continued on page* 5)

Sees Sincere Industry 'Policing'

State Dept. Endorses Overseas-FilmsPolicy

Urges Increased Self-controlled Effort To Govern Product Via Trade Codes

By J. A. OTTEN

WASHINGTON, Sept. 1.—The State Department has refused to endorse a Congressional resolution calling on the motion picture industry to do a better job of policing the films it sends abroad. The department said it feels the industry is doing its best to deal with the problem and that any such resolution might smack of censorship.

The department's stand, outlined in a letter to the House Foreign Affairs Committee, apparently killed any chance of Congressional action this year on the resolution, introduced by Rep. H. Allen Smith (R., Calif.).

Rep. Morgan (D., Pa.), chairman of

(*Continued on page* 2)

Sales Operations of NTA Are Realigned

Realignment of the overall sales operations of National Telefilm Associates, Inc. was announced yesterday by Oliver A. Unger, president. The changes were prompted by the impending NTA move to Beverly Hills, Calif., and are designed to pinpoint NTA's sales efforts to permit maximum concentration in the three key sales areas—national network, regional sponsors and market-by-market syndication.

Under the new organizational structure, sales responsibilities are assigned as follows:

Feature film sales, market-by-mar-

(*Continued on page* 5)

Hyams Named G. M. Of Screen Gems

Jerome Hyams has been named vice-president and general manager of Screens Gems, Inc., and will function as administrative head of the Columbia Pictures television subsidiary, it was announced yesterday by A. Schneider, president of Columbia Pictures, following a meeting of the Screen Gems board of directors.

Jerome Hyams

Schneider also announced that Hyams has been

(*Continued on page* 5)

Manulis Returning to Feature Film-Making

From THE DAILY Bureau

HOLLYWOOD, Sept. 1. — Martin Manulis, who successfully launched Twentieth Century-Fox's television film production unit, has elected to return to feature film-making. He will

(*Continued on page* 5)

Exhibitors Prepare to Give Conciliation Thorough Trial

Indications are that exhibitors, organized and individually, are intent upon giving the industry's conciliation machinery a fair trial under the impetus of the recent agreement between the American Congress of Exhibitors and the Motion Picture Association of America to have it employed as a means of extending merited relief to hard-pressed theatre owners.

Text of the original conciliation rules is published in this issue on page 4.

Questioning of key exhibitors and officials of theatre owners organizations revealed that despite the fact that practically no use of conciliation whatever has been made during the past year, and very little since its inception on Nov. 1, 1957, the feeling is widespread that recourse to it now is the only means available of resolving many of the problems of small theatre owners and of insuring them a continued place in the industry.

Exhibitor spokesmen freely concede that the industry's conciliation machinery has been so completely ignored that its existence had come to be overlooked. They attribute this

(*Continued on page* 5)

PERSONAL MENTION

FRANCIS M. WINIKUS, European assistant to MAX E. YOUNGSTEIN, United Artists vice-president, has returned to London from New York.

•

SIG SHORE, co-producer of "Tamango," the Hal Roach release, has left here for Europe. He will be gone a week.

•

KERMIT RUSSELL, Midwest Division manager for Hal Roach Distribution Corp., is in Detroit from Chicago.

•

BERNARD M. KAMBER, Hecht-Hill-Lancaster executive, has returned here from Hollywood.

•

HARRY FURST, supervisor for Brandt Theatres' Palace, Plaza and Ridgeway theatres, Stamford, Conn., is hospitalized there.

•

R. J. "HAP" BARNES, president of ABC Theatrical Enterprises, Atlanta, has left there for Knoxville, Tenn.

•

EDNA FATH, secretary to MARTIN DAVIS, Paramount assistant director of advertising, has left here for a vacation in Hollywood.

•

ISADOR RAPPAPORT, executive of R.F. Theatres, Baltimore, has returned there from Atlantic City, N. J.

•

PADDY CHAYEFSKY, author, has returned to New York from London.

•

HARRY BELAFONTE and MRS. BELAFONTE will leave New York aboard the "Queen Mary" today for Europe.

•

W. B. ZOELLNER, M-G-M branch manager in Atlanta, is recuperating following surgery at a local hospital there.

•

ALAN PAKULA, producer, has arrived in New York from Hollywood.

Att: ALL THEATRES
...it's SCREEN TIME!
NATIONAL SCREEN'S BIG NEW PROMOTIONAL BUSINESS BUILDER
Your copy available at your NATIONAL SCREEN EXCHANGE

Columbia Plan

(*Continued from page* 1)

said it would be coordinated by a special unit headed by Steve Edwards.

Heaviest concentration of the promotion will be focused on the local-level, with record-breaking budgets set for individual cities and whole territories. In Boston, for example, current plans call for a promotion budget of $45,000 over and above the normal advertising and exploitation expenditures in that city. The pattern will be repeated in scores of cities across the country.

Highlight of a giant exploitation campaign will be a touring float, visiting cities of all sizes in advance of local playdates. In keeping with the action of the film, the float will feature live ferocious beasts, mighty warriors and scantily clad slave girls. Other ballyhoo will include live animal stunts, gladiator contests and Roman feasts, all conducted locally on a national basis.

Heavy Broadcasting Schedule

The TV and radio campaigns will feature the largest number of spots for any film ever released by Columbia. The spots are being designed to appeal to all age groups and types of moviegoers. Different spots will be used for different shows, so that each spot will have a specialized appeal for the audience it is trying to reach.

The advertising phase of the promotion will embrace all media. Newspaper advertising will include heavy use of color and full-page spreads. A wide variety of different ads will be prepared to cover all situations.

In addition to the regular theatre trailer, special color teasers are being made available to exhibitors through the Columbia exchanges. A full-color tabloid herald will be used as a mass giveaway. A "Warrior and the Slave Girl" comic book is also being prepared.

Rank's Profits

(*Continued from page* 1)

with the exception of Rank Television, reported increased profits. However, Rank TV has declared an ordinary dividend of 12½ per cent against 7½ per cent in 1958.

Other ordinary dividends were up, too. Gaumont British, for example, was 12½ per cent as compared with 7½ per cent for the year before.

Reopen Georgia House

GAINESVILLE, Ga., Sept. 1.—The Ritz Theatre here, formerly owned by Georgia Theatres, has been reopened by R. C. Wilson, a merchant of Barnesville. Buying and booking will be handled by Tom Jones Booking Service.

One Picture Starts on Coast; 29 Now in Work

From THE DAILY Bureau

HOLLYWOOD, Sept. 1.—Only one picture started this week, that an independent, "Southern 500," Darlington Film for Howco International, while four pictures were completed, bringing the total number shooting to 29. Several others have postponed start until after the Labor Day hiatus.

Completed were: "Suddenly, Last Summer" (Sam Spiegel production for Columbia release); "The Gazebo" (Avon Production for Metro-Goldwyn-Mayer); and two independent productions, "Tormented" (Cheviot Production), and "Kirby's Gander" (Tiger Production).

Cabaret Tax Cut 50% In House-Passed Bill

From THE DAILY Bureau

WASHINGTON, Sept. 1. — The House today passed and sent to the Senate a bill cutting the 20 per cent Federal cabaret tax to 10 per cent.

The House has passed similar bills in previous sessions, but the measure has always failed to get Senate action.

Youngstein, Levine

(*Continued from page* 1)

through Thursday, Nov. 8-12, TOA president George G. Kerasotes announced.

Kerasotes said Youngstein was invited to talk about UA's aggressive and encompassing advertising, publicity and exploitation policy. Levine was asked to take part to tell about his campaign for "Hercules," a foreign-made, dubbed film which will be one of the year's top grossers.

Both men will speak on Tuesday morning, Nov. 10, at a session to be chaired by Robert W. Selig, president of Fox Intermountain Theatres, which will stress business stimulation and ticket selling.

Franke Leaving

(*Continued from page* 1)

and press contact at Paramount, joined that company in 1952. Prior to that he was with MOTION PICTURE DAILY in New York for seven years as staff reporter and film reviewer.

To Build New Drive-In

ASHLAND, Ky., Sept. 1. — A 500-car outdoor theatre will be built immediately on a site near the entrance to Carter Caves State Park in Carter county. Dr. W. E. Day of Lawton, who formerly owned and operated a drive-in theatre at South Point, Ohio, near Ashland, said he has bought an 8-acre tract fronting on U.S. 60, 1½ miles west of the main entrance to Carter Caves Park, as the site for the new theatre, a 20-unit motel and a swimming pool.

Overseas Fil

(*Continued from page* 1)

the committee, which has contr
the resolution, said he did not e
action in view of the department
titude, which he interpreted as
position to the measure.

The Smith resolution, introd
early last month, declared that
films going overseas give a fals
pression of American life by pl
up crime and similar subjects,
proposed that Congress go on re
as calling on the industry to en
the Motion Picture Production
more vigorously and take other a
to prevent shipment abroad of
which portray immorality or w
doing as typical of U.S. conditio

The State Department's comm
submitted by Assistant Secretary
liam B. Macomber, Jr., said the
partment believes completely in
senting an image of the U.S. ab
"in harmony with our national
foreign policy objectives." It also
ceded that in many countries, w
people are used to government
trol of the information media, "t
is grave possibility that some of
serious and well-intentioned dra
zations of various aspects of A
can life will be misconstrued."

Calls Industry 'Alert'

However, the department
tinued, "in its dealings with the
tion picture industry, the depart
has become aware that as a res
sible group of Americans, the in
try as a whole is alert to this prob
and has taken measures to obv
such misunderstandings. The dep
ment is confident that with a gro
appreciation on the part of the mo
picture industry of the important
which the U.S. plays in world aff
it will increase its efforts to ap
priately control its output through
own codes.

"The department does not, th
fore, endorse the resolution sinc
does not wish in any way to inh
or censor the free expression of
sponsible artists. This attitude tow
freedom of expression is one of
basic components of the image of
United States in the world."

"GIRL FRIDAY" SECRETARY
If you are experienced, efficient with go
educational background and seek interes
ing job with a busy motion picture adve
tising executive, there's a good spot ope
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Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hol
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Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Moti
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class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

Patrons' Requests Guide Art Bookings

Special to THE DAILY

TORONTO, Sept. 1. — Listening o his patrons and booking only films hey ask for has increased the busi- ness at Curley Posen's Kent Theatre here 30 per cent.

The Kent, a 520-seat house across he street from two first-run houses, s dependent for its booking policy upon the comments of its patrons.

The policy was initiated by Curley ollowing receipt of a letter from one f his patrons guaranteeing him an udience if he would play certain ictures. The letter-writer, a woman, old him she had a lot of friends who iked to go to the Kent. They liked he theatre's atmosphere—few chil- ren attend and rowdies are barred—ut also enjoyed the films played, ither because they were missed on arlier runs or wanted to see repeats f the films. Curley now has a ther- ometer to test the temperature of is patrons' interest in any program.

Drew First-Run Overflow

Cream of his business was the over- ow from the first-run houses, the ollywood and the Hyland. But Cur- y wanted a steady audience as well. lis policy means steering clear of ction pictures and spectacle films, icking close to an art theatre policy.

The Kent Theatre Club was formed provide Curley with a forum on the ms he should run. They suggested tles that should be shown and oc- sionally are entertained by Curley parties. They do all the work of ailing out circulars themselves, with urley supplying the materials. They ll club members what's coming up, d then advise the members of Cur- y's reactions.

'They Bring in Business'

"So what if the group is artistic taste—they bring in business—I erate the theatre to make a profit d cater to the public," says Curley.

Head' Tops $300,000 n 7 Weeks at State

United Artists' "A Hole in the ead" has rolled up a huge $326,436 oss for its first seven weeks at Loew's ate Theatre here, it was announced William J. Heineman, UA vice- esident. The Sincap Production is lding over for an eighth week start- g today.

Announcing the total figure, Heine- an declared that the film is continu- g its top-business performance in tydate situations across the country.

wo More for Martin

HOLLYWOOD, Sept. 1. — Dean rtin will star in two major produc- ns for Columbia Pictures during the t three years, it has been an- nced by Samuel J. Briskin, Co- mbia vice-president in charge of dio operations.

Martin, who has just completed a rring role in "Who Was That dy," will be featured in two addi- nal properties to be selected shortly.

SMPTE to Sponsor Fifth International Congress of High-Speed Photography

The Society of Motion Picture and Television Engineers will sponsor the Fifth International Congress on High-Speed Photography including the 88th Technical Conference of the SMPTE, Oct. 16-22, 1960 at the Sheraton Park

The First International High-Speed Congress was organized and sponsored by the SMPTE in Washington in 1952. Subsequent Congresses of increasing scope and significance have been held in Paris, London and Cologne. Research and development in the science of high-speed photography and the tremendous growth of governmental and industrial activity in this area have stimulated interest in the international forums that these Congresses provide to such an extent that they have now become major international meetings, in which governments as well as users and manufacturers participate, SMPTE said.

Week of Technical Sessions

The Fifth Congress will include a full week of technical sessions. Time will be allowed, however, for attendance at international industrial and governmental exhibits and demonstrations of high-speed instrumentation systems and equipments. In planning the Congress, the Society is placing a great deal of emphasis on the important role alloted to photographic equipments and processes by the government and governmental agencies.

Simultaneous interpretation of the three official languages — English, French and German—will be provided through individual headset radio receivers with channel selectors.

The organization of sessions is now in progress and the topic chairmen are presently being appointed. D. Max Beard, Silver Spring, Md., is general chairman of the Congress. J. S. Courtney Pratt, Bell Telephone Labs., Inc., Murray Hill, N. J., will coordinate the papers solicited and forwarded by national delegates.

Dr. Schardin to Serve

Dr. Hubert Schardin, Weil am Rhein, Germany, who was chairman of the Fourth Congress, is deputy chairman of the fifth. He will assist in the work of coordinating contributions from Europe.

Sessions will open with short films related to photographic instrumentation subjects. Contributions to this part of the program are expected from all parts of the world.

Shift World Bow of 'Pillow Talk' to N. Y.

A shift in plans will bring the world premiere activities of "Pillow Talk," the Universal-International comedy starring Rock Hudson and Doris Day, to the RKO Palace here on Wednesday evening, Oct. 7, instead of Cleveland, Henry H. Martin, Universal general sales manager, said yesterday. The Hippodrome Theatre at Cleveland will have a special regional premiere of "Pillow Talk" on Friday evening, Oct. 9, with the regular opening taking place the following day. A Hollywood premiere of "Pillow Talk" has been set for the Egyptian Theatre for Tuesday evening, Oct. 13, with the regular opening taking place the following day.

The Detroit premiere at the Michigan Theatre has been set back to Oct. 10, and the Chicago premiere at the United Artists Theatre to Oct. 12.

Remodeled Theatre in London West End Opens

From THE DAILY Bureau

LONDON, Sept. 1. — The West End's oldest cinema—20th Century-Fox's Rialto in Coventry Street—has been reopened after an intensive process of renovation.

The theatre's ground floor has been raised to ensure a perfect line-of-sight for the customers. The house has been redecorated, recarpeted and reseated throughout. Modern toilets and powder rooms have been installed.

Cost of the project under the direction of Lawrence R. Kent is in the neighborhood of £25,000 ($70,000).

New R&B Art Theatre To Open Here Oct. 9

Rugoff and Becker has set Oct. 9 as the opening date for its new first-run art theatre here, the Murray Hill. The theatre, located on East 34th St. between Lexington and Third Avenues, is a complete overhaul of the old 34th St. Theatre, only the walls and roof of which remain unaltered.

Renovations and refurbishings, including new seats, floors, projection room, sound equipment, screen, lounge, lobby and marquee, represent a total investment of $500,000.

The Murray Hill will seat 570 persons in a stadium layout. Free coffee will be served in the lounge.

The theatre was designed by architect Ben Schlanger, who is a consultant on the Lincoln Square project. Schlanger also designed the well-known theatre in Williamsburg, Va. for the Rockefeller brothers.

Set 'Beach' Screenings

A series of special screenings for Stanley Kramer's "On the Beach" has been set as part of an extensive promotion campaign to generate advance word-of-mouth interest in the United Artists release, with opinion-making groups and organizations.

Newman in 'Exodus'

Paul Newman was signed yesterday by Otto Preminger for the part of Ari Ben-Canaan in the producer-director's forthcoming film version of "Exodus." The film will be released by United Artists.

PEOPLE

William Yurasko, who was chief film buyer and booker for Stanley Warner Theatres in Philadelphia and associated with that circuit for many years in several capacities, is leaving the company to join Comerford Theatres, Scranton, Pa., on Sept. 8, succeeding John Roberts, who has retired.

□

J. Burgi Contner, A.S.C., cameraman, has been named director of photography for Robert Lawrence Productions, New York. He will be in charge of all camera work here and in Hollywood.

□

Louis J. Goffman, formerly chief barker of Philadelphia Variety Club, Tent No. 13, has been elected to the board of directors of the Y.M. and Y.W.H.A. camps of that city.

□

Richard Neilson, owner of the Kigalie Drive-in and Frontier theatres in Blanding, Utah, has joined the Mountain States Theatres Association, also the Theatre Owners of America.

□

Alexander "Sandy" Cameron has been named manager of the motion picture advertising department for McCall's Magazine.

□

William A. Hatkoff, for many years in Connecticut exhibition, now secretary-treasurer of Business Activators, Inc., Norwalk, Conn., advertising-sales promotion agency, has been named publicity chairman, Norwalk United Fund Campaign.

'Porgy' D. C. Opening To Benefit Two Groups

From THE DAILY Bureau

WASHINGTON, D. C., Sept. 1.—Samuel Goldwyn's "Porgy and Bess" will premiere here on Wednesday, Oct. 14, at the Uptown Theatre before an audience of society and political personages. The formal opening will be a benefit on behalf of two organizations, International Student House, and Foreign Students Service Council. The two groups are expected to realize about $10,000.

An invitation to attend has been forwarded to producer Goldwyn and Mrs. Goldwyn, who are expected to be in the East at that time, before leaving on a tour abroad.

'Kimono' Record Tie-In

HOLLYWOOD, Sept. 1.—A promotional tie-up has been effected between Liberty Records and Samuel Fuller, whose "The Crimson Kimono," Globe Enterprises production for Columbia, goes into its pre-release engagements this month. Tie-up will have 1,000 copies of Harry Sukman's "Crimson Kimono" theme music 45-RPM record distributed to key newspaper contacts as well as disc jockeys during the next few weeks.

Conciliation Not Used, Study Shows

Surveys of the operation of the industry conciliation program were made by MOTION PICTURE DAILY at six month intervals after conciliation was officially declared in effect Nov. 1, 1957.

On May I, 1958, results of the first survey were published, showing pronounced evidences of a decided lack of exhibitor interest in the new method established for adjusting exhibitor-distributor grievances and extending relief to deserving complainants.

Used by Fewer Than 50

No official records of conciliation cases were kept by any single industry office. As a result, only informed estimates could be obtained of the number of proceedings instituted. The best guess, arrived at by averaging estimates of informed distribution and exhibition figures, was that fewer than 50 exhibitors had availed themselves of the conciliation procedure in the first six months of existence.

The result of the survey at the end of the first year showed an even more pronounced exhibitor disinterest in conciliation. An even broader inquiry among exhibition leaders and distribution officials close to the situation brought an estimate of from less than 50 to a maximum of 75 cases requesting conciliation in the 12-month period. Of these, it was estimated, fewer than a dozen had been taken from the branch manager level to the home office and the general manager for a final solution.

Stemmed from 1957 Move

The conciliation plan was an outgrowth of the exhibitor-distributor arbitration conferences of 1956-57. While the conferees were unable to agree on a formal industry arbitration plan, agreement was reached on conciliation. In the somewhat strained exhibitor-distributor atmosphere which followed collapse of the arbitration conferences, little effort was made by either side to encourage the use of the conciliation machinery which had been made available.

Essentially, it was designed as a preliminary step which, if successful, would eliminate the need for recourse to the more formal and time-consuming arbitration procedure, or even to litigation. It was a quick, inexpensive method of attempting to resolve a difference on as informal a plan as possible.

General Sales Head Available

In essence, it permitted an exhibitor with a problem to attempt to have it resolved in conference with a branch manager, in the company of others or not, as decided. If the problem could not be resolved at the branch level, the complainant was at liberty to appeal to the general sales manager involved and a hearing at his office would be arranged, again either in the company of others or not. If an agreement then was lacking, the complainant was free to resort either to arbitration (had it been set up) or to litigation.

Recommending the system is its time-saving simplicity and informality, the fact that it requires no formal machinery to support and entails a minimum of cost.

However, at its outset many exhibitors belittled it as adding nothing to the time-honored custom of arguing things out with the salesman or the branch manager, and writing a letter to the home office if satisfaction was not forthcoming. This attitude on the part of organization officials, admittedly discouraged many of the rank and file from making use of conciliation when they did have a problem.

Many are now hopeful that a changed attitude among both exhibition and distribution leaders will make the system not only more inviting but also more effective.

Official Rules of Conciliation

Since exhibitors in all parts of the country beginning at once will be encouraged by national and regional organizations of theatre owners to make the fullest possible use of the existing industry conciliation machinery, MOTION PICTURE DAILY is republishing the official rules of conciliation as adopted and put into effect Nov. 1, 1957.

The conciliation machinery was accepted by the American Congress of Exhibitors and the Motion Picture Association of America recently as the best available means of hearing the complaints of small theatres and affording all merited relief. In consequence, all such exhibitors are being urged to initiate conciliation proceedings. The proper procedure for doing so follows. Ed.

SECTION 1. Controversies which an exhibitor has not been able to settle with a particular distributor, arising out of an existing or a proposed relationship between such exhibitor and distributor, including (but without limitation) controversies which are subject to arbitration under a proposed arbitration agreement, shall, if the exhibitor so desires, be submitted to conciliation in an endeavor to dispose of such controversies amicably, informally and quickly, and thereby to avoid arbitration or litigation wherever possible.

Procedure Outlined

SECTION 2. Conciliation shall be conducted as follows:

(a) An exhibitor desiring a meeting for the purpose of conciliation shall send to the branch manager of the distributor at the Exchange from which the exhibitor's theatre is served, a written request for such a meeting, and shall state in such request the controversy or controversies with such distributor to be conciliated, and may name therein one person not an attorney who will accompany him and assist in the efforts of conciliation.

Third Parties Welcomed

By mutual agreement of the exhibitor requesting conciliation and the distributor, third parties who may be affected by the matter to be conciliated may be invited to attend the conciliation meetings. The failure of either party to agree to the invitation of such third parties shall not reflect on the merit of the position taken by such party and the conciliation meeting shall proceed without such third party or parties.

The exhibitor, in his request for conciliation, may name third parties who may be affected by the matter to be conciliated to be invited to the conciliation meeting.

If the branch manager agrees that any such third parties should be invited, he shall promptly send a copy of the exhibitor's request for conciliation to such third parties, specifying the time and place of the conciliation meeting.

The branch manager may also name third parties who may be affected by the matter to be conciliated, and upon procuring the written assent of the exhibitor as to any of such third parties, shall promptly send a copy of the exhibitor's request for conciliation to such third parties, specifying the time and place of the conciliation meeting.

Guest—Not Attorney—Permitted

Each third party so invited may attend the conciliation meeting with one person not an attorney. The conciliation meeting shall proceed on the scheduled date with the exhibitor and those third parties invited who elect to attend.

(b) The meeting shall take place in the Exchange between the exhibitor, his associate if named, and the branch manager and one person not an attorney with the branch manager, on the first Monday or Friday, as specified by the distributor in advance, following the lapse of seven days, and if third parties are invited fourteen days, after the receipt of such request.

(c) If a conclusion satisfactory to both parties is not reached at the conciliation meeting, the request of the exhibitor shall be deemed rejected unless the branch manager at the meeting requests additional time to consider the exhibitor's request, in which event the branch manager shall notify the exhibitor as speedily as possible but not later than twenty-one days after the conciliation meeting of the conclusion reached by him on the exhibitor's request.

Additional Meeting Provided

(d) If the exhibitor or any third party invited to and who did attend the conciliation meeting is dissatisfied with the disposition of the exhibitor's request at the conciliation meeting by the branch manager or thereafter, as provided in (c) he may apply in writing to the general sales manager of the distributor for a further meeting with respect thereto. Such meeting shall be held at the distributor's Home Office at a time to be fixed by the general sales manager on seven days' written notice to the exhibitor, and shall be attended by the exhibitor or anyone designated by the exhibitor to represent him and not more than one other person (who may be an a[t]torney), and the general sales man[a]ger or a sales manager designated by [h]im and not more than one other perso[n] his selection (who may be an a[t]torney).

Third parties who were invite[d] and did attend the conciliation m[ee]ting shall be invited to attend [a] meeting at the distributor's Home [O]ffice aforesaid. Each such third p[ar]ty or anyone designated by such p[ar]ty and not more than one other pe[r]son (who may be an attorney) may att[e]nd such meeting.

With Branch or Head Office

(e) The exhibitor and the distrib[u]tor may arrange the conciliation meet[i]ng with the branch manager or gen[e]ral sales manager, respectively, at [a] time or place and with such additi[o]nal personnel mutually satisfactory, w[i]thout regard to subdivisions (a) to [(]inclusive of this Section.

SECTION 3. The function of the [a]sociates of the exhibitor or t[h]e parties and the distributor shall [b]e limited to the endeavor to assist [i]n the disposition of the controver[sy] being conciliated. Neither the exh[i]bitor nor the distributor shall be un[der] any obligation to dispose of the c[on]troversy under conciliation in the m[a]ner proposed by the other party, [n]or the judgment and good faith of [a] party shall not be questioned by [r]eason of the failure to dispose of [a] such controversy.

Confidence Assured

SECTION 4. (a) The discussion in [re]gard to conciliation shall be co[n]fidental and without prejudice, and [t]he exhibitor and the distributor and th[e] parties invited and who attend, [a]nd their respective associates, by p[a]rticipating in the conciliation meeti[ng] agree that nothing said, written [or] done by any party in or in connect[ion] with the conciliation shall constit[ute] an admission or statement against [in]terest, or be used as such.

(b) Conciliation hereunder is [n]ot intended to change, interfere, w[ith] or delay the usual negotiations [be]tween an exhibitor and a distribu[tor] for the licensing of pictures.

(c) Conciliation hereunder shall [n]ot bar an exhibitor from resorting [to] arbitration or to litigation.

Dated, Sept. 17, 19[58]

3 Awarded Judgment

Three publisher members of t[he] American Soceity of Composers, A[u]thors and Publishers have been awa[r]ded judgment for $750 against Stanl[ey] Yanick, proprietor of 3-J's Bar, Detro[it] in a copyright infringement acti[on] charging the defendent with the u[n]authorized public performance f[or] profit of three musical compositio[ns]. The judgment also awarded costs [a]nd attorneys' fees of $169.40. The ASCA[P] members who were awarded judgme[nts] are Shapiro, Bernstein & Co., Inc., J[ac] Music, Inc., and De Sylva, Brown [&] Henderson, Inc.

onciliation

(*Continued from page* 1)

ely to the fact that the two na-al exhibitors organizations, Allied es and Theatre Owners of Amer- were so intent in 1956-'57 on ob-ing an industry arbitration tribu- in their protracted negotiations h distributors that an unduly small ie was placed on conciliation.

hus, when arbitration collapsed r the issue of availabilities, ex-tors tended to ignore the existence conciliation, which the exhibitor-ributor negotiations had produced. he present exhibitor attitude to-d conciliation appears to be: Since all that is available, let's give it ir trial and try to make the most t, especially for those most in need ssistance.

Increased Determination Result

he feeling is that as a result of the E-MPAA conferences and the re-ant better understanding of each r's problems, distribution itself be more inclined to take con-tion more seriously than it did re and try harder to make it work. least, key exhibitors say they are eful that directions of that kind go out from the top to distribu- offices in the field, wherever ded, and that, as a result, many rving exhibitors will be able to in much-needed relief.

lost exhibitor organizations are ex-ed to encourage immediate re-se to the industry's conciliation hinery by all of their members honest problems. In an effort to e the trials as fair as possible, e are known to plan to caution r members against presenting one-d or otherwise unsound complaints conciliation, on the theory that sing unwarranted contentions and vances will do more to discredit exhibitor and his cause than it to conciliation.

Reliable Record Likely

lso, many organizations will re-st their members who bring con-tion cases to notify headquarters keep it informed of progress and ultimate disposition of the cases, reliable record can be built up. kept informed of cases that are n from the branch manager level he exhibitor to the general sales ager at the distributor's home of- exhibitor organizations are in er position at that stage to assist complaining exhibitor if there is it in his case.

ne conclusion from the present tion is inescapable: No matter determinedly conciliation was red over the past 22 months, just letermined an effort to put it to test is now about to be made.

ans-Texas Moves

ALLAS, Sept. 1—Effective today is-Texas Theatres, Inc., will be lo-d at 805 National Bankers Life ding on Commerce and Ervay ets. Trans-Texas will occupy suite 910. Former address for the thea-circuit was 1710 Jackson Street.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

THE newspapers over the weekend printed accounts of the fire at the Shoreham Hotel which snuffed out the life of George W. Meyer, one of the founders of ASCAP and writer of a score of song hits. However, not one of the accounts mentioned the heroism of a fellow-ASCAP member, Vic Mizzy, who lives on the same floor at the Shoreham, who risked his life in a vain attempt to save George. . . . Charles Norton and James Hammerstein have formed a new motion picture production firm, Rampart Productions, Inc. which will start filming Norman Brooks' (his recent flicker, "Attack" was a Venice Film Festival Award Winner) "Fatal Encounter," in November with David Miller, megging. To date only one set for the film is John Kerr with the rest of the cast to be selected by Norton when he gets to the coast late next week. . . . Bill Shipley is rounding out his ninth consecutive year as the "Voice of Prudential." Series started out on Max Liebman's "Your Show of Shows" (NBC-TV) then went on "You Are There," "Air Power" and now "Twentieth Century" (latter 3 on CBS-TV) . . . Add another longevity item: Jerry Roberts took "temporary" announcers job at WAAT (now WNTA) Newark, N. J. 19 years ago. Yerright! he's still there. . . . Dave Bertuch anchored his yacht, the "Fritzi B," at the Lido Hotel (Long Beach, L.I.) this summer and discovered that the Seiden Hostelry is so immense that there are two of everying; kosher and non-kosher dining rooms—indoor and outdoor swimming pools, two nite clubs, two dance halls. "Some place," said the millionaire Bookbinding king to Mort Sunshine, "but where are the two oceans?" . . . 19-year-old Janie Ried, a product of the Dunbar High School in Washington, D.C., has the poise and lyric soprano pipes to cop the "Marian Anderson Finals." And while sojourning down around the Potomac last weekend we also learned that WWDC engineer John Yeardley also rates a regular turn on the front end of the mike. John is baritone soloist at the St. Mathews Cathedral there and is studying under Hazel Arth, who was the first Atwater-Kent National Award Winner. . . .

☆ ☆ ☆

Himself one of Philadelphia's most famous radio-TV personalities, Red Benson brought us to the home of Glenn and Brenda Derringer where the brother-sister act thrilled us with a two-hour impromptu twin-organ musicale. We've been on Broadway for 30 years and NEVER have heard nor seen such talent. Later we learned that four years ago, when Glenn was 12, he appeared in the "Jackie Gleason Show," "The Paul Whiteman Show" and more recently on the "Perry Como" and "Jimmy Rogers" shows. This young act right now is ready to present a weekly network program that is a certainty to thrill and delight Mr. and Mrs. America AND the youngsters. . . . Al Martino had a chance to whisper the title of his current hit record of "Darling I Love You" to Marian Gwen Wenzel last Saturday, when they were married by Mayor Ralph James at Wildwood, N.J. . . . Michael Zarin and his orchestra return to the Peacock Room of the Waldorf-Astoria Sept. 17, making it a quarter century booking for the group. Clive Harris also re-engaged Emil Coleman and his Ork for the 24th consecutive year. . . . J. Burgi Contner has been named director of photography for Robert Lawrence Productions.

Ben-Hur Booked

(*Continued from page* 1)

Cincinnati area. The Cincinnati premiere will take place early in 1960, just after the world premiere in November at Loew's State Theatre in New York.

Moe Silver, zone manager and member of the board of Stanley Warner Theatres, predicted a run of more than two years. John Maloney, Metro-Goldwyn-Mayer's central division manager, represented the film company at the contract signing.

Previously, M-G-M announced bookings for the Egyptian Theatre, Los Angeles; Saxon, Boston; Boyd, Philadelphia; Alouette, Montreal; University Theatre, Toronto; Roxy, Atlanta; Tower, Dallas; United Artists, Detroit; Capitol, Vancouver; Warner, Pittsburgh, and the Academy Theatre, Minneapolis, all on a reserved seat basis.

Manulis Returning

(*Continued from page* 1)

produce three top budget films within three years.

Manulis was originally signed by executive producer Buddy Adler to produce feature films under an independent unit set up for Manulis' company, MM Productions, Inc. Between now and March 1, 1960, when his move to feature films takes effect, Manulis will create and prepare 20th-Fox's television film program for the 1960-1961 season.

Name Hyams

(*Continued from page* 1)

elected to the board of Screen Gems. Schneider will take the title of president of Screen Gems, a position vacated by the recent death of Ralph Cohn.

The reorganization marks the return to the corporate structure which existed when the late Harry Cohn served as president of both the parent company and of the TV subsidiary. Although Schneider will not serve as administrative head of Screen Gems, he will continue to devote considerable attention to its activities, as he has done in the past.

As part of the reorganization, the duties of John H. Mitchell, vice-president in charge of sales of Screen Gems, and Burton H. Hanft, vice-president in charge of business affairs, will be expanded to include greater managerial functions.

Attention from Other Officials

In keeping with the previously announced policy of integrating Screen Gems into the overall operation of the parent company, other top Columbia executives will devote more time to the TV subsidiary.

Hyams was elected Screen Gems' vice-president in charge of syndication in June, 1958. He began his film career in 1934 with Guaranteed Pictures, which four years later became Commonwealth Pictures.

In 1947, after serving as sales manager of Commonwealth Pictures, he was elected vice-president of the 16-mm, distribution company. In 1950, he formed his own company, Hygo Television Films, which was absorbed in December, 1956 by Screen Gems. Hyams became Screen Gems' director of syndication sales.

NTA Operations

(*Continued from page* 1)

ket sales of first and subsequent run half-hour film programs and sales of all "living tape" presentations will be under the direction of Harold Goldman, president of NTA International, Inc., who will be based in Beverly Hills. E. Johnny Graff, NTA vice-president, who hitherto headquartered in Chicago, has moved to New York where he will head up station sales under Goldman. Marvin Lowe has been appointed acting head of NTA's Chicago office.

Michael M. Sillerman, president of NTA Program Sales, will be responsible for national network, regional and group stations sales of first-run half-hour programs.

Under Sillerman's supervision, NTA program sales vice-presidents Arthur Spirt and Walt Plant will headquarter in the company's New York and Los Angeles offices, respectively. Spirt will head up the regional and group station sales division in the New York area while Plant will handle similar activities in Los Angeles.

Goldman and Sillerman both declared that they will expand their sales forces to handle the specific sales situations in their respective areas of operations.

Fox Product

(*Continued from page* 1)

were present. The afternoon session was devoted to a comprehensive detailing of advertising, publicity and exploitation plans for the company's nine releases between now and the end of the year.

The morning session consisted of opening remarks of welcome by president Spyros P. Skouras and general sales manager Alex Harrison, as well as other top 20th executives. After an invocation by assistant general sales manager C. Glenn Norris and short speeches of welcome by Skouras and Harrison, the assemblage heard from company executives: executive vice-president W. C. Michel; vice-president and eastern studio representative Joseph Moskowitz; treasurer-secretary Donald Henderson; 20th International vice-president Emanuel Silverstone; De Luxe Laboratories president Allan Freedman; and Movietonews vice-president and producer Edmund Reek.

To Conclude Today

The meeting will be concluded today, during which time Skouras will make a major address to the managers.

Highlight of yesterday afternoon's presentation was an address by Einfeld in which the executive pointed out the production values and high potential of the product to be released in the next third of 1959.

"One of the most impressive arguments for this schedule," the vice-president noted, "is the fact that not one of the subjects could be treated on television. Only the motion picture medium can provide the scope for the subject matter contained in these attractions. Each of these attractions has already been packaged and slanted so that the exhibitor will be provided with a particular aid in each situation."

Stress 'Best of Everything'

Foremost in the varied presentations of slant, format and approach on each of the pictures was the outlining of the merchandising and pre-selling campaign of Jerry Wald's "The Best of Everything," slated for release in October.

Among the announcements made to the meeting concerning the "Best" campaign were:

Confirmation of Johnny Mathis, top recording star, to sing the title song both under the main titles and via a Columbia recording.

Big Space in Harper's

Development of the biggest department store tie-in in 20th history with Allied Stores, the results of which will be revealed within the next week.

Coordination of an extensive sales promotion with Harper's Bazaar, culminating in an entire section of the October issue of the nationally prominent magazine.

In addition to these announcements the managers were briefed on upcoming publicity breaks in national magazines, as well as national magazine advertising and newspaper advertising.

Another of the top campaigns revealed at the session was the approach to "The Hound Dog Man," which stars Fabian, Carol Lynley and Stuart Whitman. The new-star build-up on Fabian was gone into in detail and a rough-cut of the new star trailer (third in a series which has featured Carol Lynley and May Britt) was shown. In the latest new star trailer, Pat Boone introduces Fabian.

"Journey to the Center of the Earth," Charles Brackett's production starring Boone, James Mason and Arlene Dahl, was also the subject of extensive treatment. Promotions involving a specially-prepared comic book on "Journey" as well as details of an elaborate Pocket Books promotion for the paperback edition of the Jules Verne tome and a television send-off via the Boone TV show were discussed.

The success of such specially-merchandised attractions as "Blue Denim" and "The Oregon Trail," as well as an appearance by "The Blue Angel" merchandising team, featuring representatives of *Life* and *Look*, were also highlights.

In each picture, slated for release betwen now and January, individual aspects of the campaign and kits, complet with past publicity breaks, advertising samples and merchandising slants, were gone into.

REVIEW:

Look Back in Anger

Woodfall—Warner Bros.

HIGHLY SUCCESSFUL when performed on the stage in London and New York a few years ago, "Look Back in Anger" has now been brought to the screen in as faithful an adaptation as its most ardent admirer could possibly demand. This means that theatre exhibitors have here an off-beat drama for their patrons to which strong reactions can be expected, both pro and con.

In addition to the considerable reputation of the play, showmen have other elements to sell. Foremost are the talents of Richard Burton and Claire Bloom in leading roles. There is an exciting "new face" for the screen in Mary Ure, repeating her stage performance. And the drama, of course, is from the pen of John Osborne, of Britain's "angry young men" school of writing which is still much in the news these days.

"Look Back in Anger" is primarily a character study, a portrait of a malcontent young Englishman of today trying to find himself. He has a university education but prefers to earn his livelihood by running a candy stall. He seems to love his wife, but he insults and abuses her until she can't take it any more and leaves. He then makes her best friend, a woman he has despised, his mistress until his wife comes back and the other woman nobly bows out.

On the stage audiences found this character alternately abominable, pathetic, exasperating, and sad. Above all they found him articulate, for he has some pithy things to say. (Sample: "It's no fun living in the American age—unless, of course, you're an American.")

On the screen he retains these qualities but something new has been added. He is, in a word, more humane. Osborne, who collaborated on the screen play with Nigel Kneale has inserted some new material that makes the fellow more sympathetic. This is all to the good for motion picture audience response.

And Burton plays the difficult role vigorously and well. Occasionally he may seem a shade theatrical—especially when he rants. But that's the part. Miss Ure is even more affecting on the screen than on the stage, as his wife, and Miss Bloom, as the mistress, attracts a good deal of audience sympathy to what is essentially also an unsympathetic part. Gary Raymond does not bring much color to the role of Burton's best friend, but Edith Evans stands out in a new role written into the film—that of the elderly woman who helps the hero set up his candy business.

To the credit of director Tony Richardson and the writers, "Look Back in Anger" is no photographed stage play. It moves steadily and at a quick pace. Chris Barber and his band supply jazz music as a background.

This Woodfall film was produced by Harry Saltzman in England. Running time, 100 minutes. General classification. Release, in September.

RICHARD GERTNER

Fox Street-Scene Sets Are Destroyed by Fire

From THE DAILY Bureau

HOLLYWOOD, Sept. 1. — A 20th Century-Fox studio backlot fire late yesterday destroyed most of the New England street sets used in the filming of "Peyton Place," "Blue Denim" and "Rally Round the Flag, Boys," as well as some 100 other films made during the past 25 years. Damage is estimated at $100,000.

Promotion Ide[as] Mark Fox Clin[ic]

Special to THE DAILY

CLEVELAND, Sept. 1.—20th [Cen]tury - Fox's Merchandising Cl[inic] aimed at increasing box office gro[ss], was attended at the company bra[nch] here yesterday by some 60 exhib[itors] who represented every indoor and [drive]-in circuit in the area.

Conducted by publicity dire[ctor] Adrian Awan, the meeting ope[ned] with his keynote speech. Awan [said] the aim of the clinic "is for you to [get] the home office what you want by [way] of help in getting better box office re[-] sults. Do you accept press book [ma]terial as you receive it, or should i[t be] supplemented at the local le[vel]? Should allocation of cooperative [ad]vertising budgets be changed to [give] more to the small town theatres?"

Ad Medium a Topic

Awan pointed out, "if you w[ant] these and other changes, it costs [only] four cents to write to the homc o[ffice] and tell them about it."

Advertising media were discus[sed], with the conclusion that newspa[per] circulation has decreased genera[lly] and that the amusement page has [de]veloped into a mere directory. [Ed] Wallis, sales manager of KYW, [told] exhibitors that radio now reac[hes] "more people more effectively at [less] cost than any medium." He rejec[ted] ten-second spot announcements of [the] saturation type as a waste of mo[ney] but recommended a minimum of [six] announcements for three days prio[r to] the opening of an average picture.

Impact of copy material, rather t[han] the size of ads, is most import[ant] Awan said, using "Blue Denim" c[opy] to emphasize his point. Other sug[ges]tions offered to stimulate box office [re]ceipts included: more promotion [by] local fan club personnel; efforts to [in]duce industrialists to use theatres [for] their Christmas parties, thus conv[ert]ing the year's worst business week i[nto] a profitable one; establishment o[f a] fall movie season or movie day, w[ith] Advertising Club and chamber [of] commerce cooperation. Nat Bara[k,] National Screen Service branch m[an]ager, urged greater use of poster [pa]per and away-from-theatre adver[tis]ing material.

Screenings Included

The Merchandising Clinic includ[ed] screenings of 20th-Fox's "Blue Deni[m]" and "The Blue Angel." Exhibitors ga[ve] Awan a vote of approval and agre[ed] they would like more of the sam[e.] Awan expressed the thought that d[is]tributors join in all-industry clinics [to] be held at local levels with each d[is]tributor participating in the exchan[ge] of ideas.

J. B. Fillauer Dies

CLEVELAND, Tenn., Sept. 1 [—] John B. Fillauer, 77, formerly o[p]erator of the Moneta Theatre [in] partnership with his brother Will, di[ed] in a local hospital. He is survived b[y] two nephews.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 46 NEW YORK, U.S.A., THURSDAY, SEPTEMBER 3, 1959 TEN CENTS

EDITORIAL

U. S. Films Abroad

By Sherwin Kane

IN refusing to endorse a Congressional resolution critical of some of the industry's film exports, the State Department this week adopted the fairest and perhaps least hysterical course possible.

Without doubting the sincerity of such as Rep. H. Allen Smith (R., Calif.) who introduced a resolution asserting that many Hollywood films give a false and injurious picture of American life by overstressing crime and similar subjects and proposing that Congress call upon the industry to prevent shipment abroad of such films, the cure he proposed is worse than the ailment he would treat.

•

The great majority of our pictures are tremendously valuable ambassadors of the American way of life in all parts of the world. They have been of great aid to American trade. They have introduced us, explained us and sold us to civilized peoples everywhere

If a few of our pictures also have mystified, confused and misled some of the same people, that is poor reason for calling upon the American government to censure one of its great communications industries and to urge that some of its products be denied export rights.

Discriminatory action of such kind against a single American industry smacks of censorship and is far less typically American than is the grossest caricature of America ever perpetrated by a Hollywood film.

•

No responsible member of the industry would attempt to defend or justify the export of a film that deliberately misrepresented America to the world, to the injury of the nation.

Injurious films are few and far between, and the organized industry is responsible for even fewer. Who is to judge such films? Who to say this one or that one shall be denied export trade?

And why limit the surveillance to films? Why not include American books, magazines, newspapers, stage plays and exported television programs? Or any American exporter who has ever sent a defective product abroad.

The good that American films do

(*Continued on page 2*)

New Pa. Censorship Measure Passed By House By 163-1

Special to THE DAILY

HARRISBURG, Pa., Sept. 2.—Pennsylvania's new film censorship bill was passed by the House today by a vote of 163 to 1.

The bill had been passed by the Senate previously so it now will go to Governor David Lawrence for his signature. The governor previously has made known his support of the measure, so signing of the bill is a matter of time only.

The measure is to be put into effect

(*Continued on page 3*)

Industry Statements On Pa. Censor Law

The genuine concern with which the industry regards passage of the new Pennsylvania censor law was underlined yesterday with the issuance of statements by the Council of Motion Picture Organizations and the Motion Picture Association of America, immediately that word of the Pennsylvania House action reached New York. The measure, previously passed by the senate, passed the house by a vote of 163 to 1.

Both Compo and MPAA were active

(*Continued on page 3*)

To Discuss Community Film Groups' Help

Plans for making the most effective use possible of all existing community film groups in the promotion of specific pictures will be discussed at the regular monthly meeting today of the Motion Picture Ass'n. of America advertising-publicity directors committee.

With most of the community film

(*Continued on page 6*)

Dr. Frayne Named for SMPTE Warner Award

The Samuel L. Warner Gold Medal Award of the Society, of Motion Picture and Television Engineers is awarded this year to Dr. John G. Frayne, retired engineering manager of the Westrex Corporation, a Fellow and past president of the SMPTE.

Dr. J. G. Frayne

The Warner Award is given to an engineer who has made an outstanding contribution to inventions or methods

(*Continued on page 6*)

IATSE Local Calls Off 'Unauthorized' Strike in Cleveand; Resumes Negotiations with Theatres

Special to THE DAILY

CLEVELAND, O., Sept. 2.—A strike here of members of Local 160, IATSE, which closed five downtown first-run theatres for five hours yesterday afternoon, ended in time for the resumption of performances in the evening. The strike, called when a new contract was not agreed upon to supplant the one that expired Monday midnight, had not been authorized by Richard Walsh, IATSE president, who ordered the projectionists and stagehands to return.

Theatres shuttered briefly in the dispute were Loew's State, Stillman and Ohio; Stanley Warner's Allen and the Hippodrome, an independent operation. Unaffected was the Palace, a Cinerama house, which has a different contract with the union under its roadshow policy. The five theatres were all picketed temporarily.

The local union committee said theatre negotiators walked out of a meeting when the union insisted upon a ten per cent wage increase and a reduction from the current 36-hour work week to 30 hours. Negotiations have now been resumed.

The present base operator's salary is $134.55 for 36 hours. Most operators, however, receive $10 weekly overtime.

40 Pictures

Fox to Have $60,000,000 '60 Program

Skouras Tells Sales Meet Of Schedule into 1961

(Pictures on Page 4)

Spyros P. Skouras, 20th Century-Fox president, yesterday declared his continued "faith and optimism in the motion picture industry" by announcing jointly with executive producer Buddy Adler a 40-picture, $60,000,000 production program for 1960, along with a production schedule into 1961.

The announcement, part of a speech by Skouras to the company's branch and advertising-publicity managers, came after receipt of a wire from Adler to the meeting, detailing the production schedule.

In addition to the announced list of product which, Skouras said: "shows the exhibitor that he will be guaranteed a steady flow of top quality motion pictures for the next two

(*Continued on page 5*)

Harrison Tells Plans For Skouras Sales Drive

Plans for the Spyros P. Skouras sales drive, scheduled to run from Aug. 31 to Dec. 26, were announced yesterday by Alex Harrison, 20th Century-Fox general sales manager, at the climax of the company's first national sales convention here since inaugurating its local autonomy policy. Harrison said

(*Continued on page 4*)

Michael Mayer IFIDA Executive Director

Michael Mayer has been selected as executive director for the Independent Film Importers & Distributors of America, Inc., it was announced yesterday by the group's executive committee, Richard Brand, Jack Ellis and Daniel Frankel.

Under the set-up the organization's offices will be located at Mayer's pres-

(*Continued on page 2*)

TELEVISION TODAY—page 6

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, accompanied by BERNARD LEVY and AL SICIGNANO, are in Buffalo from New York.

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JAMES HUDGENS, office manager for Columbia Pictures in Atlanta, has returned to his duties there following a vacation.

•

JOSHUA LOGAN, producer-director, will arrive in New York tomorrow from Hollywood.

•

JAMES CAMPBELL, special sales representative for Allied Artists in Atlanta, has left there for a vacation.

•

DANNY KAYE returned to Hollywood yesterday from Australia.

•

MRS. ROSA L. LANDRUM, of Capital Releasing Corp., Atlanta, has left there for a holiday in Florida.

•

MRS. C. E. NEW, of the Allied Artists office in Atlanta, has left there with her husband for Florida.

•

J. STANLEY BAKER, head of Hicks-Baker Theatres, Baltimore, has left there with MRS. BAKER for a vacation at Ocean City, Md.

•

BETH ELAINE ROBINSON, daughter of THOMAS ROBINSON, office manager for Columbia Pictures in Denver, was married in North Presbyterian Church there to DONALD PAUL ERICKSON.

•

CHARLES KARR, manager of Martin Theatres booking office, Atlanta, has returned there from St. Petersburg, Fla.

•

JACK SANSON, of the Stanley Warner Strand Theatre, Hartford, has returned there from Moodus, Conn.

•

MARTHA CHANDLER, United Artists booker in Atlanta has returned there from Palos Verdes Estates, Cal.

For 40 Years A Tradition Of Service

For over 40 Years Service and Quality has been Our Tradition.

Showmen all over America know they will get the best when they order

FILMACK SPECIAL TRAILERS

NEW YORK 630 Ninth Avenue

1327 S. Wabash Ave., Chicago 5, Ill.

Name Mayer

(*Continued from page 1*)

ent law offices. The over-all deal with Mayer must still be ratified by the board of directors of IFIDA, which will meet later this month.

Mayer has been an attorney and legal advisor in the film business for many years and is well acquainted with problems of independent distributors and importers. He is a partner in the law firm of Spring & Mayer of this city.

Carroll Baker a Guest At AB-PT Conference

Special to THE DAILY

WINTER HAVEN, Fla., Sept. 2.—William Perlberg and Carroll Baker, the co-producer and star, respectively, of Paramount's "But Not for Me," were two of the featured attractions yesterday and today at American Broadcasting - Paramount Theatres fourth semi-annual promotion conference at the Langford Hotel here.

Also on hand for the conference, based on the Markley Plan for the promotion and exploitation of selected films by specially trained theatre exploitation teams, were Jerry Pickman, Paramount Pictures vice-president in charge of advertising, publicity and exploitation; Hugh Owen, vice-president of Paramount Film Distributing Corp.; Sidney Markley, AB-PT vice-president, and 50 advertising-exploitation experts and executives of five of AB-PT's southern affiliates from 12 states.

Florida States Theatres, which operates 60 theatres, 12 in the greater Miami area, was host organization.

Miss Baker and Perlberg were on hand for the screening of "But Not for Me" for the conference delegates and the extensive promotion discussion which followed the screening.

3rd 'Tingler' Record

Columbia's "The Tingler" broke its third consecutive opening day house record in its first three engagements when it piled up an all-time high gross of $5,100 in its initial day at the Pilgram Theatre in Boston Tuesday, the company reported here yesterday. The William Castle Production previously established opening day marks at the Broadway Capitol in Detroit and the Hippodrome in Baltimore.

Will Install Todd-AO

PITTSBURGH, Sept. 2.—The Warner Theatre, formerly an exclusive Cinerama house, but now showing "The Five Pennies," will close on Labor Day to install Todd-AO equipment. Its reopening date will be Oct. 1 with "The Big Fisherman," with "Ben-Hur" tentatively set to begin on Feb. 3.

15 to Receive SMPTE Fellow Memberships

The Society of Motion Picture and Television Engineers will honor 15 men this year with Fellow Memberships in the Society. A Fellow of the SMPTE is one "who by his proficiency and contributions has attained outstanding rank among engineers or executives of the motion picture or television industries."

The new SMPTE Fellows are:

C. Loren Graham, motion picture section supervisor, Color Technology Division, Eastman Kodak Company, concerned with product development and improvement in color motion picture films.

James W. Kaylor, chief engineer, Movielab Film Laboratories, Inc.

Harry Paul Brueggemann, research specialist, The Marquardt Corp., Pomona, Calif., concerned with mathematical research on data recording on color films and the development of color film data recording techniques.

Paul W. Vittum, associate head of the Color Photography Division, Eastman Kodak Co., Rochester, N. Y. He has done extensive work in the field of color photography which resulted in approximately 75 United States patents.

Walter Beyer, staff engineer, Motion Picture Research Council, Hollywood. As a special projects engineer for mechanical and optical work on problems for production and exhibition. Beyer acts as an assistant to MPRC president William F. Kelly.

Robert E. Birr, product planning engineer, General Electric Co., Cleveland, concerned with incandescent lamps.

John M. Calhoun, assistant director, Manufacturing Experiments Division, Eastman Kodak Company, Rochester, N. Y., supervising experimental work to improve the physical characteristics, quality, and performance of photographic film and film base.

Henry T. Ushijima, vice-president and executive producer, John Colburn Associates, Inc., Wilmette, Ill.

Hans-Christoph Wohlrab, director of engineering, Bell & Howell Co., Chicago, Ill., engaged in the development of equipment for the motion picture industry.

Julian Hale Webb, head, physics division, research laboratories, Eastman Kodak Company, Rochester, N. Y.

Philip E. Smith, assistant manager, Eastman Kodak Processing Laboratory, Chicago, Ill., supervisor of production activities in the largest of the Eastman Kodak Company's color film processing establishments.

Robert E. Gottschalk, president, Panavision, Inc., engaged in designing and engineering of Panavision, Inc., lenses, cameras and photographic equipment.

G. Don Malkames, Don Malkames, Inc. A member of the SMPTE since 1931, he is the curator of a private museum of early motion picture apparatus.

Albert Gillet, general manager, Brockliss Simplex Co., Paris, France, which manufactures the Simplex Projector.

Leon Shelly, president, Shelly Films, Ltd., Toronto, Canada.

Presentation of the Fellow Membership Awards will take place during the 86th semi-annual convention Oct. 5-9 at the Statler Hilton Hotel here.

EDITORIAL

(*Continued from page 1*)

abroad far outweighs the bad. Their total value to the country is well known to those most directly concerned. That is why the State Department insisted upon the inclusion of our films in its cultural exchange agreement with the Soviet.

It is in order, we believe, for friends of the American motion picture in Congress to move that that body recognize by appropriate resolution the great service which our films perform for the nation in every corner of the globe.

'Hole' at $2,403,353 In First Seven Weeks

United Artists' "A Hole in the Head" has registered a $2,403,353 total gross for 365 domestic engagements over the past seven weeks, it was announced by William J. Heineman, UA vice-president.

Heineman said that the Sincap production has shown "extraordinary grossing capacity with subsequent weeks grosses equalling and in some cases exceeding the totals of earlier weeks." He added that the film is currently holding over in virtually every playdate situation throughout the country, some as long as eight weeks.

Radio Spots for 'Cry'

A national radio campaign aimed at the teenage market is promoting local openings of Canon Production's "Cry Tough," a United Artists release. The radio saturation campaign, carried on major network and local stations, consists of three 60-second spots which introduce John Saxon, star of the film, who talks to teenagers about himself and the picture. There are also three 30-second spots, three 20-second spots and one 10-second station break.

"GIRL FRIDAY" SECRETARY

If you are experienced, efficient with good educational background and seek interesting job with a busy motion picture advertising executive, there's a good spot open. *Let me hear from you.*

Box 92, Motion Picture Daily, 1270 6th Ave., New York 20, N. Y.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

atements

(*Continued from page* 1)

posing the measure. They warned the bill may serve as a pattern ther states next year.

ne passage of a censorship bill by Pennsylvania Legislature means ne thing, that the motion picture try is once more the victim of an ssive pressure group," said es E. McCarthy, information di- of COMPO.

Backed by Church Groups

icked strenuously by church ps," McCarthy said, "the bill was ed through both Houses of the ature in the face of statements ell known lawyers that it was usly unconstitutional and that it d unjustly inflict serious damage innocent theatre operators ghout the state without in any curing the evil it was aimed at.

ne of the measure's greatest , however, is that it unquestion- will give encouragement to cen- ip advocates in other states. The on picture industry should have lusions: it is in for serious legis- e trouble next year when the latures of most of the country's s reconvene. Exhibitors, as well istributors, should be prepared to e adverse legislation with every rce at their command.

s it did this year in Maryland, , New York and Pennsylvania, MPO will do its utmost, working exhibitors and the MPAA, to de- such iniquitous legislation."

Johnston Issues Statement

he MPAA statement issued by ident Eric Johnston follows:

Pennsylvania has won another ious first!

Back in 1911 it was the first state he Union to adopt censorship. It 45 years to kill that law. In 1956, courts ruled it was unconstitu- al.

Now, in 1959, Pennsylvania be- es the first state to pass a bill to stablish a censorship board.

How long will Pennsylvania tole- this one?

This leap into the past was not onsive to the will of the people he state.

They had no chance to vote on it.

When the people of Pennsylvania over what has been put over on n this time, I predict an outrage cries from the Schuylkill to the nongahela.

Sees Freedom Sacrificed

What does the new bill do? It ifices freedom. It extinguishes the vidual's liberty to judge for him- . It turns over to a political board power to say what millions of nsylvanians may be allowed to see their theatre screens.

What a sad day for Benjamin nklin's Pennsylvania when indivi- l liberty becomes the property of e little censors!

Let's hope it takes less time this e to rescue freedom from the dark et where political pressures have e again locked it."

Penna. Censor Bill Passes

(*Continued from page* 1)

immediately that it has been signed into law.

While passage of the measure had long been anticipated, the size of the vote in its favor came as something of a surprise. Both the Motion Picture Association of America, the Council of Motion Picture Organizations and many Pennsylvania exhibitors and friends of the industry had joined in opposition to it.

Some feel that it may successfully skirt the U.S. Supreme Court's prohibition against "prior censorship" inasmuch as it provides for inspection of films after, rather than before, they have opened in the theatre. The censors are empowered to ban "obscene" films and to limit the showing of others to adults. It also bars the advertising of disapproved films and provides fines of from $500 to $1,000 and six months imprisonment for violations.

Must Register With Board

Exhibitors and distributors must register with the censor board and notify it in advance of the first public showings of films in the state. The board will consist of a chairman and two members, to be appointed by the governor for four-year terms. Salary of the chairman will be $5,500 annually and of the members, $5,000.

Distributor - exhibitor registration fee is $1 annually. For the listing of the first showing of each film a fee of 50 cents for each 1,200 lineal feet or less is to be paid to the board. It is given injunctive power against the showing of disapproved films.

The organized industry's main concern now is that the measure may become a pattern for other censorship-minded states around the country.

The law will undoubtedly be tested at the first opportunity as many lawyers have stated they believe it to be unconstitutional despite its manner of averting "prior censorship."

Two companion House measures (HB-2232 and 2233) prohibiting the showing and distribution of obscene films were approved by 164–0 and sent to the Senate.

One would prohibit any persons from producing, selling, leasing or distributing an obscene film or one which has created a public disorder. It further provides for seizure and destruction of such films.

Court Would Forbid Showings

The other would empower district attornies to make an investigation if they have reason to believe a film is obscene, and file a request in court to forbid showing of films they considered to be so. The court order would forbid the showing, distribution or exhibition of such film anywhere in the state.

The proposal would also require the district attorney to notify the distributor, his agent or anyone showing the film or the action, with an answer to be filed within five days.

Should the court, after a trial, find the film obscene, it would be empowered to ban the film permanently in Pennsylvania. Both measures repeal the Pennsylvania censorship law of 1915, and provide for fines not exceeding $5,000 or five years imprisonment, or both, for violation.

Lollobrigida Tour Set For 'Sheba' Promotion

Gina Lollobrigida will personally take part in the international promotion campaign for Edward Small's "Solomon and Sheba," it was announced by Roger H. Lewis, United Artists' vice-president in charge of advertising, publicity and exploitation. Miss Lollobrigida, starred with Yul Brynner in the film, begins an intensive series of press, radio and television interviews in London today in connection with the film's world premiere at the Astoria Theatre on Oct. 27.

During the next two weeks, she will meet with the leading feature writers and editors of the British press and media representatives as part of UA's global campaign for the picture.

FWC's Fox, Hollywood To Principal Theatres

From THE DAILY Bureau

HOLLYWOOD, Sept. 2.—The Fox Theatre here, formerly operated by Fox West Coast Theatres, has been acquired by Principal Theatres, subsidiary of Pacific Drive-in Theatres, and will henceforth be known as the Pix Theatre.

Lester Blumberg, owner of the property and vice-president of Pacific Drive-in, picked up the lease when the option was not renewed by FWC. The new management will take over at the end of this month.

Theatrical Unions to Lead Labor Day Parade

IATSE headquarters, New York locals and other metropolitan theatrical unions will take a leading part in the Labor Day parade next Monday, sponsored and directed by the Central Labor Council of N. Y. It is the first such parade here in 20 years and marks the resumption of a custom discontinued in 1939.

Richard Walsh, IATSE president, and Ralph Bellamy, president of Actors Equity Ass'n., will lead the theatrical "glamour" unions which will head the parade.

Among the units which will have floats are Stage Employes Local 1, New York; Local 4, Brooklyn; Local 802, American Federation of Musicians; American Federation of Television and Radio Artists, and others.

Stars and cast members of Broadway shows, and some of the equipment from the latter will be in the parade. Cameramen's Local 644, IATSE, will photograph the spectacle and present a special print to the Central Labor Council.

PEOPLE

J. Raymond Bell, head of the public relations organization bearing his name, who has served Columbia Pictures for the past 10 years and who has done much public relations work for Variety Clubs International, is directing the public relations division of the current Sister Kenny Foundation fund appeal.

□

Munio Podhorzer, president of Casino Film Exchange, who recently returned from a trip to Europe, will act as producers representative for **Lionel Rogosin,** producer-director of "Come Back, Africa."

□

William F. Tait, for the past two years administrator of field operations for the International Division of Ford Motor Co., has joined Radio Corp. of America as manager, marketing, Government Service, RCA Service Co.

□

Jack B. Sims of Charlotte, N. C., has taken over the buying and booking for H. B. Meiselman Theatres, Carolina circuit with headquarters in Charlotte.

□

Anita Wright, shorts booker in the Atlanta office of Martin Theatres, has resigned to join United Artists there in the same capacity.

□

Gloria Harrison, who has been with the Universal branch in Atlanta, has resigned to enter college in Tifton, Ga.

Joins Circuit Board

LOS ANGELES, Sept. 2.—Thomas C. Deane, recently retired vice-president of Bank of America, has been elected a member of the board of directors of Pacific Drive-in Theatres Corp. and its associated companies.

The finest carbons ever made...
NATIONAL TRADE MARK
PROJECTOR CARBONS

20th-Fox Sales Meet Maps Campaigns on Nine Pictures

President Spyros P. Skouras welcomes delegates to the m ing, including branch managers and regional advertising-p licity managers.

Highlights of the 20th Century-Fox national sales meet at the home office, which ended yesterday. Details of advertising, publicity and exploitation plans for the company's nine releases between now and the end of the year were presented.

Fox sales executives were told by Charles Einfeld, vice-president, that the company's upcoming product is "more loaded with showmanship than at any time in its history."

Other company executives speaking on promotional plans were Abe Goodman, advertising director (left pho and Rodney Bush, exploitation director (right). Richard Malken of "Look" and Earle Wakefield of "Life" seated in both photos.

Alex Harrison, general sales manager (left) addressing the meeting. Seated is W. C. Michel, executive vice-president.

Outline Skouras Drive Plans

(*Continued from page* 1)

the Skouras drive will be "the most vigorous ever sponsored by any motion picture company."

He added: "The new product we are releasing between this month and the end of the year not only represents by far the largest investment this company has made in the filming of new 'block-busters' bookable in a four-month period and in an unprecedented all-media promotion campaign that Charles Einfeld and his department heads detailed at yesterday's session, but an output that I have every reason to believe will bring our customers the greatest box office prosperity experienced in a 17-week period."

Harrison also outlined a bonus plan.

"We are so certain of the earning results of these attractions," he said, "that we can afford to make available to our distribution personnel at our 38 branches in the United States and Canada a bonus totalling about $500,000.

"We are making this unparalleled bonus earnable by our field sales personnel as an inducement for our branch managers, regional advertising-publicity managers, salesmen and bookers to extend a special effort cooperating with our customers to accrue the record box office earnings the four months' pictures can bring.

"We are dedicating this 17-week drive to our president, Spyros P. Skouras, as a token of our appreciation of the record investment he authorized in the filming of the product, tailored to effect the huge amount it can produce at motion picture theatres of every type and in every situation.

"We anticipate a four-month's box office earning by exhibitors at their theatres that will develop a film rental justifying the $500,000 bonus."

In the drive the company's 38 branches are divided into two groups, separating the larger territories from the small ones.

Each group is offered 19 cash prizes.

Branch managers will have an opportunity of earning a total bonus amounting to $128,000. For example, the branch manager whose office finishes first in each group in the drive will be awarded a cash bonus of $15,000. Managers whose offices finish second in each group will earn $10,000; third place $8,000; fourth, $6,000; fifth, $5,000; sixth, $4,000; seventh, $3,000; eighth, $2,000; and the managerial heads of the remaining 11 exchanges in the two listings are each offered $1,000.

A 17-week departmental quota that the conventioneers believed "most reasonable on basis of the rentals the box office earnings are expected to develop," if reached, will mean cash bonuses not only for the branch m agers, but also for every employee the company's 38 exchanges.

Branch sales managers, office ma agers, salesmen and bookers are fered extra weeks of salary. Th at the branches finishing first in ea group will be given 12 weeks' ex salary, those at offices winding up t drive in second through eighth pla will each receive ten, eight, seven, s five, four and three weeks' extra sala as bonus. The dollar delivery crews the remaining 11 branches in ea category, if the national quota realized, will receive two weeks' ext salary as bonus.

All other branch employees in t two groups will receive amounts equ to half that earned by the exchan sales and office managers, salesm and bookers, if the 17-weeks' obje tive is attained.

In addition, the 38 branches w have opportunities to share in 20 a ditional salary awards for perfor ances on 41 Regalscope pictures, Cin maScope short subjects, Movieto News and Terrytoons. Each of tho four film units carry five cash award ranging from six to two weeks' extr salary on the Regalscope attraction and from three to one extra week salary on the CinemaScope.

Fox Program

(*Continued from page* 1)

years," Adler revealed that more than 60 films are in various stages of production—from scripting to casting to filming—and that the company has more than 28 completed screenplays, the highest in its history.

Skouras briefly told the managers of his experiences in Russia and called upon the men to support to the fullest the film exchange program.

1960 Slate Described

In addition to pictures currently ready for release between now and the end of 1959 which Adler said represented an investment of more than $20,000,000, several of the pictures for 1960 were listed. They are: Jerry Wald's "The Story on Page One," Sydney Boehm's "Seven Thieves," Lord Brabourne's "Sink the Bismarck," Mark Robson's "From the Terrace," Mervyn Leroy's "Wake Me Up When It's Over," Walter Wanger's "Cleopatra," Jerry Wald's "The Billionaire," Samuel Engel's "The Story of Ruth," John Lee Mahin and Martin Rackin's "The Alaskans," Elia Kazan's "Time and Tide," David Weisbart's "The Live Wire," Walter Wanger's "The Dud Avocado."

Along with these, 20th will release two "super spectacles": "Can Can," produced in Todd-AO by Jack Cummings, and Samuel Engel's "The King Must Die."

Zanuck Productions Scheduled

Also slated for release during 1960-61 are the following Darryl F. Zanuck Productions entries: "Crack in the Mirror," Richard Zanuck's "Requiem for a Nun," "Ballad of the Red Rock," "De Luxe Tour," "The Fish Don't Bite," "The Big Gamble," "Patate," "The Secret of Lilly Dafon," "Yes, Monsieur," "Settled Out of Court," and the newly acquired "The Chapman Report."

Skouras also announced productions for 1961 which both he and Adler termed "realities no longer a dream." Among the pictures scheduled are "Return to Peyton Place," "Big River, Big Man," "Marriage-Go-Round," "Goodbye, Charlie," "Loss of Roses," "Sons and Lovers," "The Jean Harlow Story," and "Tight White Collar."

Skouras and Adler also announced the production of three multi-million dollar large-scale attractions, in addition to "The Greatest Story Ever Told," to be produced and directed by George Stevens. They are "John Brown's Body," "The Battle of Leyte Gulf," and "The Comancheros."

MGM's 'Thin Man' Series to NBC Again for $1 Million

M-G-M—TV has completed a $1,000,000 one-year deal with National Broadcasting Co. for the sale of 72 episodes of "The Thin Man," George T. Shupert, vice-president in charge of TV at M-G-M, announced.

The deal marks the third straight year on NBC for the M-G-M series.

National Pre-Selling

GEORGE BERNARD SHAW wrote all manner of plays. He wrote serious plays and bitter plays and plays of social significance and plays of cosmic complications.

His "Devil's Disciple," a play full of wit and grace about the American Revolution, has been made into a frothy film and is reviewed in the August 31 issue of "Life."

This U.A. film has a top flight cast, with Laurence Olivier playing General Burgoyne, who prefers fine food and lovely women to the discomforts of war; Burt Lancaster as a minister who preaches non-violence until he gets into a fight with some British troops and Kirk Douglas, the devil's disciple who can not keep himself from doing good deeds.

•

According to Richard Marek in "McCall's" September issue "North by Northwest" is chock-full of grand gimmicks. And such diverse places as the UN, a Chicago auction gallery, and Mt. Rushmore serve as excellent backgrounds for the action.

•

That timeless question about courage and cowardice which forms the theme of Columbia's "They Came to Cordura" is reviewed in the September 15 issue of "Look."

This blockbuster begins with a re-enactment of the last mounted charge made by the U.S. Cavalry in the 1916 campaign against Pancho Villa in Mexico. During the action, a cowardly officer (Gary Cooper) sees five men live for a moment "beyond the normal limits of human conduct." A renegade woman (Rita Hayworth) accompanies them as a prisoner. On the terrible journey, the heroes prove to be cowards, and the coward proves, by bringing them through, that he possesses courage far more enduring than the momentary grace they showed in battle.

•

The readers of "The American Weekly's" August 30 issue had a good opportunity to read about Dean Martin, his friends, his family and his relations with Jerry Lewis.

Dean's next film to be put into release is "Career" co-starring Shirley MacLaine.

•

In Florence Somers' opinion (she is "Redbook's" reviewer,) "The Scapegoat" is a very pleasant mystery, a much tighter story than the novel, Sir Alec Guinness masterfully underplays the lead and is given excellent support by a cast including Bette Davis and Nicole Maurey.

This new M-G-M film has been selected as the picture of the month for September by the editors of "Redbook."

•

Kingsley Amis reviews "art films" for "Esquire" in a scholarly manner. For the September issue of the films he selected for analysis, is the German made film "Rosemarie."

Nadja Tiller, who plays the lead in this new import, appears to Kingsley in the middle of the road between Marlene Dietrich and Brigitte Bardot.

WALTER HAAS

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; Col, Columbia; MGM, Metro-Goldwyn-Mayer; Par, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope, te, Techirama; vv, VistaVision; rs, Regalscope.

► SEPTEMBER

AA—WEB OF EVIDENCE: Van Johnson, Vera Miles
AA—CALLING NORTH POLE, c, cs: Curt Jurgens, Dawn Addams
AIP—SIGN OF THE GLADIATORS, c, cs: Anita Ekberg, George Marshall
MGM—FOR THE FIRST TIME, c, cs: Mario Lanza, Zsa Zsa Gabor
MGM—TARZAN, THE APE MAN, c, cs: Denny Miller
MGM—IT STARTED WITH A KISS, c, cs: Debbie Reynolds, Glenn Ford
PAR—THAT KIND OF WOMAN: Sophia Loren, Tab Hunter
20-FOX—BLUE ANGEL, c, cs: Curt Jurgens, May Britt
20-FOX—THE OREGON TRAIL, c, cs: Fred MacMurray, Nina Shipman
UA—CAST A LONG SHADOW, c: Audie Murphy, Terry Moore
UA—TAKE A GIANT STEP: Johnny Nash
WB—LOOK BACK IN ANGER: Richard Burton, Claire Bloom
WB—YELLOWSTONE KELLY, c: Clint Walker, Ed Byrnes

► OCTOBER

AIP—THE BUCKET OF BLOOD: Barboura Morris, Dick Miller
AIP—THE LEECHES: Ken Clark, Yvette Vickers
BV—JUNGLE CAT, c: wildlife feature
COL—THE TINGLER: Vincent Price, Judith Evelyn
COL—THEY CAME TO CORDURA: c, cs: Gary Cooper, Rita Hayworth
COL—THE CRIMSON KIMONO: Victoria Shaw, Glenn Corbett
COL—THE MOUSE THAT ROARED, c: Jean Seberg, Peter Sellers
MGM—GIRLS' TOWN: Mamie Van Doren, Paul Anka
MGM—LIBEL: Dirk Bogarde, Olivia De Haviland
PAR—BUT NOT FOR ME, vv: Clark Gable, Carroll Baker
20-FOX—THE BEST OF EVERYTHING, c, cs: Hope Lange, Joan Crawford
20-FOX—FIVE GATES TO HELL, cs: Dolores Michaels, Patricia Owens
UA—THE WONDERFUL COUNTRY, c: Robert Mitchum, Julie London
UA—TIMBUCTU: Victor Mature, Yvonne DeCarlo
UA—COUNTERPLOT: Forrest Tucker, Allison Hayes
UNI—PILLOW TALK, c, cs: Rock Hudson, Doris Day
WB—THE FBI STORY, c: James Stewart, Vera Miles

► NOVEMBER

AIP—GOLIATH AND THE GOLDEN HORDE, c, cs: Steve Reeves
BV—THIRD MAN ON THE MOUNTAIN, c: James MacArthur, Janet Munro
COL—MAN ON A STRING: Ernest Borgnine, Kerwin Mathews
COL—BATTLE OF THE CORAL SEA: Cliff Robertson, Gia Scala
COL—BABETTE GOES TO WAR, c, cs: Brigitte Bardot, Jacques Charrier
COL—SATAN'S BUCKET, c, cs: Cornel Wilde, Victoria Shaw
COL—KILLERS OF KILIMANJARO, c, cs: Robert Taylor, Anne Aubrey
MGM—HOUSE OF SEVEN HAWKS: Robert Taylor, Nicole Maurey
MGM—WRECK OF THE MARY DEARE: Gary Cooper, Charlton Heston
PAR—CAREER: Dean Martin, Shirley MacLaine
PAR—THE JAYHAWKERS, c: Jeff Chandler, Nicole Maurey
20-FOX—THE HOUND DOG MAN, c, cs: Fabian, Stuart Whitman
20-FOX—JOURNEY TO THE CENTER OF THE EARTH, c, cs: Pat Boone
UA—ODDS AGAINST TOMORROW: Harry Belafonte, Robert Ryan
UA—SUBWAY IN THE SKY: Van Johnson, Hildegarde Neff
UA—GUNFIGHTERS OF ABILENE: Buster Crabbe
WB—A SUMMER PLACE, c: Dorothy McGuire, Richard Egan
WB—"30": Jack Webb

Capitol Dividend Set

HOLLYWOOD, Sept. 2. — The board of directors of Capitol Records at a meeting held here this week have declared a quarterly dividend of 50 cents, payable Sept. 30 to stockholders of record at the close of business on Sept. 15.

Television Today

TV Network Billings In July Up 17.1%

Network television gross time billings in July 1959 increased 17.1 per cent over the like month of 1958, totalling $48,135,798, Norman E. Cash, president of the Television Bureau of Advertising, has reported. ABC, CBS and NBC billings in July 1958 were $41,118,509.

For the seven-month period, January through July 1959, network television gross time billings were $357,536,290 against $324,189,958 reported in the like period of 1958.

ABC Up 18.9%

In the first seven months of 1959, ABC billings were $69,813,986, an increase of 18.9 per cent over 1958 when the total was $58,701,356. CBS billings were $154,358,042, up 8.4 per cent over the January through July 1958 total of $142,380,341. NBC first seven-month billings in 1959 hit $133,364,262, an increase of 8.3 per cent over the $123,108,261 in 1958.

CBS, Richmond Station Terminate Affiliation

The CBS Television Network and Station WRVA-TV, Richmond, Va., will terminate their affiliation effective May 29, 1960, it was announced by Carl S. Ward, (CBS) TV Network vice-president in charge of affiliate relations, and C. T. Lucy, president, Richmond Television Corp.

Ward also stated that he and Wilbur Havens, president of Havens and Martin Inc., had agreed that WTVR would become the CBS Television Network outlet in the Richmond market on May 30, 1960. Lucy stated that WRVA-TV did not want to disclose its network plans at this time.

Domestic Relations Series For NBC-TV

"House on High Street," a new dramatic series based on actual cases from the files of domestic relations courts across the country, will join the NBC-TV Network's daytime schedule Sept. 28, it was announced yesterday by Carl Lindemann, Jr., vice-president, daytime programs.

The series will be scheduled in the 4-4:30 P.M. time period, Monday through Friday, replacing "Truth or Consequences." Philip Abbott will star in the series, which is a Dorelco Production in association with NBC.

Nafi Purchases Studio

HOLLYWOOD, Sept. 2. — Nafi Corp., which recently purchased TV station KCOP here, has purchased the McGowan Studios from the McCann-Erickson agency for a reported price of $500,000.

Who's Where

Samuel C. Cohn has joined Hubbell Robinson Productions, Inc. as an executive in the legal business affairs department, it is announced by Thomas H. Ryan, vice-president.

□

Richard P. Morgan, for the past five and one-half years vice-president in charge of administration and business affairs for ABC Films, has been named assistant to the director of business affairs for CBS Films Inc. Announcement was made by **Joseph B. Irwin,** director of business affairs for CBS Films Inc.

□

Marilyn Reiss has rejoined the Arthur P. Jacobs Company in charge of the television department.

□

The appointment of **Larry White** as director of daytime programs, New York, CBS Television Network, effective Sept. 16, was announced by **Oscar Katz,** vice-president, network programs.

□

Jerry Briskin will join Screen Gems next week, to produce the new "Manhunt" series under the supervision of executive producer **Robert Sparks.** The show stars **Victor Jory** and **Patrick McVey.**

□

Nat B. Eisenberg has been appointed manager of video tape operations of Elliot, Unger & Elliot, the commercial production division of Screen Gems, Inc., it was announced by **William Unger,** executive in charge of video tape for EUE.

Arquette Hobby Show On ABC-TV Sept. 30

"Charlie Weaver's Hobby Lobby," starring comedian Cliff Arquette, will premiere on the ABC Television Network, Wednesday, Sept. 30 from 8-8:30 P.M., sponsored by Mogen David Wine Corp., it was announced yesterday by William P. Mullen, ABC vice-president in charge of TV network sales.

The new program is based on the radio show, "Hobby Lobby," which was purchased from the originator, Dave Ellman, by Don Fedderson Productions. Guest stars will be featured on each TV show in addition to guest hobbyists. Arquette will interview them and assist in hobby demonstrations.

Decca Dividend 25c

Directors of Decca Records, Inc., yesterday declared a regular quarterly dividend of 25 cents per share on the company's capital stock, payable Sept. 30 to stockholders of record Sept. 16.

Community-Antenna, Booster Bills Approved

From THE DAILY Bureau

WASHINGTON, Sept. 2. — The Senate Commerce Committee has approved bills dealing with community-antenna television systems and television booster stations.

One bill would give the Federal Communications Commission clear jurisdiction over the community-antenna systems and require such systems to get licenses from the commission.

The other would clear the way for the commission to adopt rules to authorize booster stations; it would remove a technicality which the FCC has said would keep it from this.

Neither bill is likely to go much further this session, but both will almost certainly be approved next year.

Bennett Joins MGM-TV Industrial Films Div.

Robert C. Bennett has been appointed creative director of the industrial film department of M-G-M-TV. Bennett will be responsible for the development of industrial film ideas aimed at aiding M-G-M-TV clients in the solution of sales, personnel, public relations and other problems.

He recently finished scripting an M-G-M-TV industrial film, "America; the Automobile Age," for American Motors. Prior to that he wrote three films for Owens Corning Fiberglas, which were produced by M-G-M-TV.

Bennett has been a contract writer with Columbia Pictures, Republic Films, and the industrial film division of Universal Pictures.

'Keep Talking' Moving To ABC-TV Sept. 29

"Keep Talking" begins its first season on ABC-TV Tuesday, Sept. 29, at 10:30 P.M., with Merv Griffin appearing as permanent master of ceremonies. The show will be sponsored by Mutual of Omaha, through its advertising agency, Bozell & Jacobs, Inc.

Regular panel members of the program will be Morey Amsterdam, Joey Bishop, Peggy Cass, Danny Dayton and Paul Winchell. In addition, special guest star panelists will appear each week.

TV-Radio for 'North'

An "operation saturation" radio-TV campaign, backed by one of the biggest budgets ever set for a multiple run, launched M-G-M's "North by Northwest" in 20 Los Angeles theatres and drive-ins yesterday. A co-operative budget of $15,000 has been set for a three-day campaign for the picture in its first multiple run, with all bookings for a minimum of two weeks.

Honor Frayne

(*Continued from page* 1)

most likely to have a beneficial effect on the recording and reproduction of sound motion pictures. Dr. Frayne receives the award for his contribution in engineering a 70mm stereo six-track magnetic film system and test films.

Citing an engineer whose "contributions span the technology of sound motion pictures from light valves and noise reduction to 70mm magnetic film recording and reproducing systems," the special SMPTE committee for the Warner Award unanimously nominated Dr. Frayne for this award.

"Dr. Frayne has influenced sound recording by sponsoring various educational programs, as co-author of a text book on sound and as a friend of those of us who work in his field," the citation read.

This is Dr. Frayne's third SMPTE Award. In 1940 he received the Society's Journal Award and in 1947 he was awarded the SMPTE Progress Medal Award.

Presentation of the Warner Award will take place during the 86th semi-annual convention of the Society Oct 5-9 at the Statler Hilton Hotel here.

Community Groups

(*Continued from page* 1)

groups willing to actively support and recommend specific films of many kinds, the advertising-publicity directors group plans to canvass its membership to make sure that all are aware of this and that the fullest possible use is being made of the assistance available.

Charles Simonelli, chairman of the committee, will preside.

B. V. Group Leaves on 'Fisherman' Promotion

A Buena Vista publicity unit left here yesterday for selected key cities to coordinate advance campaigns on the first series of reserved seat engagements of Rowland V. Lee's "The Big Fisherman" commencing late in September and early in October. The promotional group includes Bob Dorman, exploitation manager; Harold Rand, publicity manager; and Frank Petraglia and John Boone, home office publicists. Among the cities to be covered initially are Philadelphia, Columbus, Dayton, Pittsburgh and Salt Lake City.

Showcase engagements of the picture have been set at the Midtown, Philadelphia, Sept. 30; Gary, Boston, Oct. 6; Cinestage, Columbus, Oct. 7; McCook, Dayton, Oct. 7; Warner, Pittsburgh, Oct. 1; and Villa, Salt Lake City, Oct. 1.

'Devil' L. A. Saturation

Hecht-Hill-Lancaster and Bryna prod S.A. Productions' "The Devil's Disciple," a United Artists release, opens today in 21 theatres in the Los Angeles area on a multiple-run engagement. Companion feature is UA's "The Rabbit Trap."

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 86, NO. 47 NEW YORK, U.S.A., FRIDAY, SEPTEMBER 4, 1959 TEN CENTS

r Overseas

IPEA-BFPA n Joint Action On Problems

atkins Reports Johnston an Has Been Accepted

By WILLIAM PAY

LONDON, Sept. 3.—A plan of joint ion by the Motion Picture Export ociation of America and the British m Producers Ass'n. to facilitate so- ions of mutual problems in world rkets was disclosed at a press con- ence here today by Arthur Watkins, .P.A. president.

Watkins announced his association's eptance of a suggestion made some

(*Continued on page 5*)

ee Bicks Permanent hief of Anti-Trust

From THE DAILY Bureau

WASHINGTON, Sept. 3. — Robert Bicks, who has been serving as ting chief of the Justice Depart- ent's anti-trust division, will be med assistant attorney general in arge of the division, according to ngressional sources.

They said the 32-year-old Bicks

(*Continued on page 5*)

OA Urges Attendance t 'Herald' Conference

Theatre Owners of America mem- rs are urged to attend *Motion icture Herald's* Film Merchandising onferences in New York, Sept. 23- , in the organization's current mem- ership bulletin.

The TOA bulletin states that "Mar- n Quigley, Jr. and his associates are t only to be congratulated for this ndertaking, but exhibitors—and par- cularly their ad-publicity-exploita- on men—are remiss if they do not ke advantage of the conferences. e know of no comparable means r exhibitors to see product many onths before it is released, and pre- are themselves to merchandise the lm when it comes to their theatres."

Loew's Board Votes 30c Quarterly Dividend; Vogel Sees Continued Profitable Operations

The board of directors of Loew's, Inc. yesterday voted a quarterly dividend of 30 cents, payable on Oct. 14, to stockholders of record Sept. 22. This marks the resumption of dividend payments which were discontinued following a quarterly payment of 25¢ per share on June 30, 1957.

Joseph R. Vogel

President Joseph R. Vogel said that the improvement in all divisions and particularly in motion picture production-distribution—provided conditions which in the opinion of the board justified the resumption of the payment of dividends. He said that with the strong line-up of pictures currently in release and those ready and being prepared for release, including "Ben-Hur," it appears that prospects for the continued profitable operation of the company are most encouraging.

The company ended its fiscal year on Aug. 31 operating in the black in all divisions—production-distribution and foreign theatres, television, records and music. The third quarter report for the 40 weeks ended June 4, showed earnings of $2.31 per share on 2,668,388 shares outstanding.

Meanwhile, Wall Street reports are that Loew's profits for the fiscal year ended Aug. 31 will be in the neighborhood of $3 per share on 2,668,388 shares outstanding, or about $8,000,000. This compares with a net loss in fiscal 1958 of $1,076,000 before interest and Federal income tax adjustments. Gross revenues in the year just ended increased to about $125,000,000 from $113,000,000 the preceding year, according to the reports. Not included in the foregoing are Loew's Theatres and WMGM earnings, now separated from Loew's, Inc.

Holiday Sales Drive Set By WB Oct. 4 to Jan. 16

"Operation Christmas Tree," a national sales drive keyed to the company's line-up of fall releases and special holiday attractions, will be held by Warner Bros. from Oct. 4, to Jan. 16, it is announced by general sales manager Charles Boasberg. The drive will have Larry Leshansky, coordinator of field sales activities, as captain.

In keeping with the name of the

(*Continued on page 2*)

Propose Committee on Community Relations

A proposal that an industry committee be established to implement an active national community relations program was endorsed by the advertising-publicity directors committee of the Motion Picture Ass'n. of America at its regular monthly meeting here yesterday.

It was further suggested that the special committee would work closely with Mrs. Margaret Twyman, director of the MPAA community relations

(*Continued on page 5*)

Khrushchev Visit Delays Anglo-US Film Talks; Say '60 Pact May Be Last

From THE DAILY Bureau

LONDON, Sept. 3.—With the projected visit here of Eric Johnston, Motion Picture Export Association of America president, for the negotiations on renewal of the Anglo-U.S. film remittance agreement, having been postponed, it is now reported that the agreement may be renewed for another year, possibly by an exchange of letters. Otherwise, Board of Trade officials may go to Washington to conduct the negotiations there.

It is understood that Johnston was obliged to cancel his plans to come here next Thursday for the negotiations that had been scheduled for Sept. 14 when the American State Department requested him to participate in the reception and entertainment of Nikita Khrushchev when the

(*Continued on page 5*)

TOA Says:

Distributors Pledge Aid to Conciliation

Says Sales Forces Alerted To 'Rescue Small Theatre'

Film companies have given assurances that they will alert their personnel, from home office to local salesmen, "to cooperate and participate to make conciliation effective so that the small theatre in distress can be rescued," Theatre Owners of America members are told in the organization's monthly bulletin, made public here yesterday.

The TOA statement is made in reviewing the agreement reached recently by the American Congress of Exhibitors and the Motion Picture Asosciation of America to extend relief to distressed theatres through

(*Continued on page 2*)

Briskin Is Elected To Columbia Board

Samuel J. Briskin has been elected to the board of directors of Columbia Pictures, it was announced yesterday by president A. Schneider after a meeting of the board.

Samuel Briskin

Vice - president in charge of Columbia's West Coast activities since April, 1958, Briskin fills the board seat made vacant recently by the death of Ralph Cohn.

Briskin entered the motion picture industry in 1919 with the C.B.C. Film Sales Co., which was incorporated as Columbia Pictures in 1924. He subsequently served as a major executive at Columbia and other film companies and was a member of the board of directors of Loew's, Inc. before returning to Columbia last year.

TELEVISION TODAY—page 4

PERSONAL MENTION

LEN GRUENBERG, general manager of NTA Pictures, left here yesterday to discuss "Windjammer" with exhibitors of Memphis, New Orleans, Atlanta and Miami.

•

WILLIAM CASTLE, producer-director of Columbia Pictures' "The Tingler," who is touring key cities in connection with the openings of the film, is now in Pittsburgh.

•

GENE TUNICK, district manager for United Artists in Philadelphia, is in Hahnemann Hospital there, recuperating from an attack of pneumonia.

•

SAM FREY, of the Paramount studio legal department, has become a grandfather for the first time with the birth of a girl in Hartsdale, N. Y., to his daughter, MRS. HOWARD JASKOL.

•

SANFORD MILLER, who is associated with his father, JOE MILLER, in the management of the Menards Drive-in Theatre, between Albany and Troy, N. Y., has returned there following a visit with his brother, DR. TRACY MILLER, in Syracuse.

Wayne to Film 'Alamo' In Todd-AO Process

"The Alamo," John Wayne's $10,000,000 Batjac Production for United Artists release, will be filmed in Todd-AO, it was jointly announced yesterday by Wayne and George Skouras, president of Magna Theatre Corporation.

It will be filmed entirely on location near Brackettville, Texas, and will use more than 5,000 people in the battle scenes. Like previous films made in the Todd-AO process, "The Alamo" will be given world-wide road-show presentation.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
CARY GRANT EVA MARIE SAINT JAMES MASON
in ALFRED HITCHCOCK'S
"NORTH BY NORTHWEST"
An M-G-M Picture in VistaVision • Technicolor®
and GALA NEW STAGE SPECTACLE "SUMMER FESTIVAL"

"GIRL FRIDAY" SECRETARY
If you are experienced, efficient with good educational background and seek interesting job with a busy motion picture advertising executive, there's a good spot open. Let me hear from you.
Box 92, Motion Picture Daily,
1270 6th Ave., New York 20, N. Y.

Pledge Aid to Conciliation

(Continued from page 1)

the industry's conciliation machinery adopted two years ago.

TOA strongly recommends that its members make use of conciliation "with every film company with which you do business, to seek the lower film rentals, the flat rentals, the run improvement or whatever factor is making yours a distress operation."

Accompanying the bulletin is a copy of the Conciliation Agreement to familiarize exhibitors with the proper procedure for instituting conciliation proceedings with a branch manager. TOA also asks members filing conciliation requests to send copies to it for its own records and to provide help should the request reach the home office level.

The bulletin asserts that the ACE-MPAA conferees "emphasized that every aspect of exhibitor-distributor trade practices can be conciliated, including film rental terms, runs and product availability."

"We urge every TOA member whose theatre is in distress and who needs relief," the bulletin says, "to immediately ask the branch managers of the film companies for conciliation of his problem with each individual company.

Uniform Policy Excluded

"The film companies will not (and cannot under the law) set any, united, uniform policy of relief for individual theatres. But each company has recommitted itself to reconsider the individual theatre's problems on its individual merits. The impetus must now come from you, the theatre owner, to ask for conciliation. . ."

The bulletin adds that MPAA is "so confident that it can make the plan work that its president, Eric Johnston, declared, 'I think we have disposed of the problem of the small theatre'."

TOA noted that its home office is at the disposal of exhibitors "for advice and guidance, if you want it, on initiating your conciliation request."

Says Myers' Voice Not That of Allied Members

Theatre Owners of America members are told in their current bulletin that there will be no answer from it to the recent "detailed blast from Abram Myers, paid chairman and general counsel of Allied States, deriding TOA's statements of membership gains and accomplishments."

The bulletin continues: "TOA considers these the views of Mr. Myers, and not the views of the general Allied membership, particularly since Allied representatives are working cooperatively with us on ACE. TOA does not seek intra-industry squabbling and will, therefore, make no reply to the statements of one man in any organization."

Fox Sales Meeting Extended Extra Day

The 20th Century-Fox sales meeting, originally scheduled for two days, was extended to a third yesterday to include a roundtable discussion involving all branch and advertising-publicity managers. The sessions concluded with the roundtable forums, which detailed the progress and success of the local autonomy systems. General sales manager Alex Harrison and assistant sales managers C. Glenn Norris and Martin Moskowitz spoke to the managers at the concluding session.

In addition, president Spyros Skouras again addressed the gathering to officially end the first national meeting of the sales and advertising-publicity field force since the inauguration of local autonomy on an "optimistic and upbeat" note.

WB Sales Drive

(Continued from page 1)

drive, "Operation Christmas Tree" will emphasize the holiday type of product exhibitors will be able to offer patrons during the coming months. Ten pictures will be the focal point of the drive.

Starting with some productions that are now in release and continuing through the company's special Christmas-New Year attractions, "Operation Christmas Tree" pictures are: "Yellowstone Kelly," "The Nun's Story," "Look Back in Anger," "The FBI Story," "A Summer Place," "-30-" "Hercules," "John Paul Jones," "The Boy and the Laughing Dog," and "The Miracle."

Unger Leaves Interstate; Neinast Will Replace

Special to THE DAILY

DALLAS, Tex., Sept. 3. — James E. Unger has retired as city manager for the Interstate Circuit of Texas in Wichita Falls, it is announced by W. E. Mitchell, assistant to the general manager of Interstate.

Replacing Unger will be James Neinast, who has been city manager for the circuit in Paris, Tex. Neinast, in turn, is to be succeeded by Weldon Wood, now manager of the Paramount Theatre in Amarillo.

Unger has been in the entertainment industry for over 40 years, having been a concert violinist and leader of his own orchestra before he joined Interstate in 1929. He served in Amarillo for the circuit and has been its city manager in Vernon, Temple, and, since 1942, in Wichita Falls.

S. C. Moves to Lift 'Blue Law' Injunction

Special to THE DAILY

SPARTANBURG, S. C., Sept. In a written brief filed in U.S. trict Court at Columbia, Attorney eral Daniel R. McLeod moved to a temporary injunction granted Federal Judge C. C. Wyche at request of theater operators of Piedmont area.

Asserting that South Carolina's "laws" barring Sunday movies, cer sports, etc., were unconstitutio Spartanburg theatre operators others took the matter into U.S. trict Court here, contending that act in question violates the Amendment of the U.S. Constitu and invades religious freedom.

A three-judge tribunal composed Judge Clement F. Haynsworth, Jr the Fourth Circuit Court of App and District Judges C. C. Wyche George Bell Timmerman, Sr. is sch uled to hear arguments in the next Tuesday.

Meanwhile, the State of South C lina, through its attorney-general, in effect told the Federal Court tha should "not interfere with or ham the operations of internal affairs South Carolina, and should dismis suit challenging the Palmetto St 'blue laws'."

Attorney General McLeod said state was defending its "blue la chiefly on the grounds that a case pending in a county court (Spart burg) that may determine the con tutional question.

White House Gets Bil On State Tax Limitatio

From THE DAILY Bureau

WASHINGTON, Sept. 3.—The S ate sent to the White House a bill limit the power of states to tax the come of interstate firms.

The bill, which the President is pected to approve, would deny a st the right to tax the income of an o of-state firm that does no more th solicit orders within the state for proval and filling outside the sta The measure is designed to limit impact of recent Supreme Court d sions giving the states broad power levy income taxes on out-of-state co panies.

The Senate and House had earl passed different bills, and the c ferees agreed on a compromise earlier this week. The House okay the compromise yesterday, and t Senate today, sending the measure the President.

No Paper Monday

MOTION PICTURE DAILY w not be published Monday, Septemb 7, Labor Day.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fec Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hol wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Moti Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-310 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagh Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secc class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

Soon any place you go on Film Row the talk will be about . . .

A SUMMER PLACE

FIRST AT RADIO CITY MUSIC HALL—
FOLLOWING WARNERS' GREAT 'FBI STORY'!

'A SUMMER PLACE' TECHNICOLOR® starring RICHARD EGAN · DOROTHY McGUIRE · SANDRA DEE · ARTHUR KENNEDY
TROY DONAHUE with CONSTANCE FORD · BEULAH BONDI From the novel by SLOAN WILSON · Music by MAX STEINER
Written, Produced and Directed by DELMER DAVES

Warner Bros. Theatre Screenings for the Trade Sept. 16!

ALBANY
—Madison 2:00 PM
ATLANTA
—Rhodes 10:30 AM
BOSTON
—Allston, Capitol 2:15 PM
BUFFALO
—Cinema 8:00 PM
CHARLOTTE
—Dilworth 10:00 AM
CHICAGO
—Century 10:15 AM
CINCINNATI
—Esquire 2:00 PM
CLEVELAND
—Vogue 2:15 PM
DALLAS
—Palace 9:30 AM
DENVER
—Ogden 1:30 PM
DES MOINES
—Uptown 2:00 PM
DETROIT
—Madison 10:00 AM
INDIANAPOLIS
—Arlington 1:30 PM
JACKSONVILLE
—Florida 10:00 AM
KANSAS CITY
Mission, Kansas
—Dickinson 7:30 PM
LOS ANGELES
—Fox-Boulevard 1:30 PM
MEMPHIS
—Warner 10:00 AM
MILWAUKEE
—Warner 10:00 AM
MINNEAPOLIS
—Park 2:00 PM
NEW HAVEN
—Dixwell 1:30 PM
NEW ORLEANS
—Famous 8:15 PM
NEW YORK
—R.K.O. 58th St. 10:30 AM
OKLAHOMA
—Midwest 10:00 AM
OMAHA
—Center 1:30 PM
PHILADELPHIA
—Logan 2:00 PM
PITTSBURGH
—Manor 11:00 AM
PORTLAND
—21st Avenue 2:00 PM
SALT LAKE
—Centre 10:00 AM
SAN FRANCISCO
—Alhambra 1:30 PM
SEATTLE
—Blue Mouse 9:30 AM
ST. LOUIS
—St. Louis 1:00 PM
WASHINGTON
—Ambassador 10:15 AM

Television Today

'Equal Time' Bill Goes to President

From THE DAILY Bureau

WASHINGTON, Sept. 3. — Congress sent to the President legislation to exempt radio and TV news shows from the "equal time" provisions of the Communications Law. The legislation is aimed at overturning a Federal Communications Commission decision that all political candidates were entitled to equal time on news shows. Broadcasters said such a ruling would lead to a political news blackout next year on radio and TV.

The compromise bill, which the House okayed yesterday and the Senate today, would exempt from the "equal time" provisions any bona fide newscast, news interview or news documentary, or on-the-spot coverage of bona fide news events.

WB Completes 9 TV Shows; 15 Set to Go

From THE DAILY Bureau

HOLLYWOOD, Sept. 3 — Nine Warner Bros. filmed television shows will be completed tomorrow, with 15 shows scheduled to go before the cameras when filming resumes Tuesday at Warner Bros. Studios in Burbank. All are for the ABC-TV network.

Finishing by tomorrow night are: "Remember the Maine," in "The Alaskans" series; "The Cats of Paradise," a "Maverick" drama; "All Expenses Paid," an "Hawaiian Eye" episode; "Kill With Kindness," a "Bourbon Street Beat" show; "Outlaw Island," a "Sugarfoot" adventure; "The Last Resort," a "Bronco" episode; "The Exchange," a "Lawman" chapter; "The Treehouse Caper," a "77 Sunset Strip" show, and "The Hot Head," a "Colt .45" adventure.

Scheduled to go before the cameras Tuesday are: "The Widow and the Web" and "The Golden Egg" for "77 Sunset Strip"; "The Missing Queen" and "Strange Client," in "Bourbon Street Beat"; "Full House" and "Easy Mark," for "Maverick"; "The Quick Return" and "Shipment from Kihei," an "Hawaiian Eye"; "The Rival Gun" and "Yellow Terror," of "Colt .45"; "The Press" and "905 to North Patte," for "Lawman"; "Apollo With a Gun," for "Sugarfoot;" "The Seal Skin Game," for "The Alaskans," and "The Water Barrel Trap," a "Bronco" drama.

Weiss Appointed

The appointment of George A. Weiss as West Coast manager of the group communications division of TelePrompTer Corporation, was announced here by William V. Sargent, vice-president in charge of adminstration. Weiss joined TelePrompTer Corp. after many years of service with the U.S. Armed Forces.

NBC to Colorcast All 'American Heritage'

The entire slate of six "Our American Heritage" dramatic specials, dealing with "little-known but provocative incidents in the careers of great Americans," will be colorcast over the NBC-TV Network, Mildred Freed Alberg, producer of the series, announced. She also reported telecast dates and subjects of the colorcast series, starting Sunday, Oct. 18 (8-9 P.M. EDT) with "Divided We Stand," a drama of an incident in the career of Thomas Jefferson, starring Ralph Bellamy as Jefferson and co-starring Arthur Kennedy as Alexander Hamilton, with Ron Randell as Citizen Genet and Howard St. John as George Washington.

Historians Contribute Services

Subsequent productions will include Eli Whitney, Sunday, Nov. 22; John Charles Fremont, Sunday, Jan. 24; Ulysses S. Grant, Sunday, Feb. 21; Oliver Wendell Holmes, Sunday, March 20, and Andrew Carnegie, Sunday, April 10.

Sponsored by the Equitable Life Assurance Society of the United States through Foote, Cone and Belding, "Our American Heritage" is being produced by Milberg Enterprises, Inc., and is being prepared in collaboration with the editors of *American Heritage*, the magazine of history. Historians Bruce Catton and Allan Nevins are among the ranking experts contributing their services.

Sinclair Refining to Sponsor Hour Special

The Sinclair Refining Company will sponsor a full-hour special titled "Shubert Alley" on the NBC-TV Network Friday, Nov. 13 (10-11 P.M., EST), highlighting outstanding features of some of Broadway's greatest musical comedies, both past and present.

In announcing the program, Richard L. Linkroum, director of NBC-TV Network special program sales, said that negotiations are being completed for an all-star cast that will include Andy Williams, Doretta Morrow and Alfred Drake.

Boone Set for Role

HOLLYWOOD, Sept. 3. — Richard Boone will take a week off from "Have Gun, Will Travel" telefilming to go before the movie cameras in Texas to portray "Sam Houston" in "The Alamo" starring John Wayne. Sam Wolfe, producer of "Have Gun, Will Travel" arranged the TV production schedule so Boone could accept this movie role. When his film role is completed, Boone travels to Taos, N. M., for location shooting on another new "Have Gun, Will Travel" segment.

Balcon to Make Four For Release by AB-P

From THE DAILY Bureau

LONDON, Sept. 3. — Sir Michael Balcon is to produce four major films for release by Associated British-Pathe. They will be made under the banner of Michael Balcon Productions Ltd., the company recently formed by Sir Michael and Hal Mason, who will be managing director.

This means continuation of the successful association started some 20 years ago between Balcon and Mason. Both were members of the board of Ealing Studios, later Ealing Films. In addition as production supervisor Hal Mason was right-hand man to Sir Michael who was chief of production of all Ealing pictures. Now, as managing director, Mason will participate to an even greater degree in Sir Michael's feature production operations.

Story of Ruth First

First film under the new set-up will go into production towards the end of this year. One subject being prepared by Sir Michael is "The Moabite," the Biblical story of Ruth, which will be a joint production venture with Continental Distributing Inc. of New York.

Headquarters of the new Balcon Company will be at Associated British Elstree Studios. Pictures covered by the new agreement will be made there as well as many others with which Michael Balcon Productions may be concerned.

Harpers, Fox Plan Big 'Everything' Promotion

Harper's Bazaar and Twentieth Century-Fox have set up a national fashion promotion on Jerry Wald's "The Best of Everything" to be featured in the magazine's October issue and coordinated with department store merchandising coast-to-coast. Details of the promotion were outlined yesterday at the concluding sessions of the three-day 20th-Fox sales meetings in New York in a joint announcement by 20th vice-president Charles Einfeld and Robert F. MacLoed, publisher of Harper's Bazaar.

The special *Harper's* section will consist of 10 pages tieing in the film with an array of leading manufacturers.

'Kiss' Grosses Big in First 47 Engagements

M-G-M reports that "It Started with a Kiss" in its first 47 engagements is running ahead of any comedy it has released this year and in some situations business is being compared with "North by Northwest."

In Chicago, for instance, at the Chicago Theatre "Kiss" did $7100 on opening day (Wednesday), the best for any M-G-M picture to play that house in three years. At the State in Norfolk opening day gross was $2400; and at the RKO Orpheum in Denver, $2100, both described as close to a house record.

PEOPLE

Charles E. Kurtzman, who has cepted a national post with Lo Theatres, was host at Nick's Res rant, Boston, yesterday to introd **William Elder,** who has come f Ohio to succeed **Kurtzman** as N eastern division manager, and **Brown,** of New Haven, Conn., will handle the publicity for Lo Orpheum Theatre, Boston. **Brown** places **Karl E. Fasick,** who has signed.

□

Bert Kiern, who owns the Ha Hour Theatre, New Orleans, week completed his 49th year show business, and very recently c brated the 45th anniversary of marriage, during all of which t his wife, **Alice,** has worked by his in the operation of the theatre.

□

John Rossi, operator of the P mount Theatre, Schroon Lake, N. has taken over from Kallet Theat of Oneida, N. Y., the Essex The at Port Henry, one of the comm ties on the shore of Lake Champl

□

Ed McGrath, sports editor of *Spartanburg Journal,* and in his sp time an actor, director and set-bu er for the South Carolina communi Little Theatre group, has been sig to play a featured role in the fo coming starring vehicle of **Rory C houn** based on the "Southern 50 a story of big league stock car raci

□

Robert Shattuck, operator of the U town Theatre, Rensselaer, N. closed during the summer, on S 11 will inaugurate a policy of open the house Fridays through Sunda

□

Frank Smith, RKO Theatres M west representative for labor relatio and **Martin C. Burnette,** South representative for Loew's Theatr participated in the recently-held c ferences in New Orleans with la union officials. Smith then took o temporarily the managerial post the RKO Orpheum Theatre for **Booksh,** who now is vacationing.

'Country' to Open in 200 Midwest Theatres

DRM Productions' "The Wonder Country," a United Artists release st ring Robert Mitchum and Julie L don, will open in 200 theatres in Omaha, St. Louis, Kansas City a Minneapolis areas on Sept. 30, it w announced by James R. Velde, vice-president in charge of domes sales.

The saturation bookings are bei backed by local level promotion ca paigns in advance of the openings. T drive in each of the four major m kets involves radio and television pe tration, cooperative advertising, a n jor book promotion, contests, displ and merchandising tie-ups with d partment stores and retail outlets.

IPEA-BFPA

(*Continued from page* 1)

nths ago by Eric Johnston, M.P.E.A. sident, for cooperation between the ish and American organizations on ters of common concern in overseas kets. The plan is for the two to forces where their interests are tical in seeking a common solu-.

Where the situation warrants, em-sies of both countries, rather than ne or the other, would be asked to cede to help hasten a solution.

Advance Joint Consultations

An example cited of a common blem in an overseas market is Ar-tina's statutory ceiling on theatre mission prices, which poses a seri- problem for British as well as erican producers and distributors. other is countries whose currency trictions permit remittances to New k and London of too little of a film npany's earnings in the country and h what may be regarded as ex-sive delay.

Where both associations heretofore e acted independently of each er, the new procedure will call for at consultations in advance of their roaches to foreign authorities.

Watkins announced that Warner s. Productions, Ltd., has become nember of B.F.P.A. In June, 20th ntury-Fox and Walt Disney Prods. ame members.

isit Delays Talks

(*Continued from page* 1)

viet Premier visits the United States. It is further reported here that this y be the last year that negotiations ll be held on the film remittance et, which may be permitted to die natural death after another year. It pointed out that with Britain's trade l dollar position having improved d in the face of other circumstances, le necessity for the continuance of e agreement exists.

Board of Trade officials refuse com-nt on the reports. They said no de-ite new date for the film agreement ks has been fixed.

Should Repay Hospitality

During his last visit to the Soviet, hnston was an overnight guest of rushchev and his family at their me. The U.S. State Department ap-rently feels that the hospitality ould be repaid.

Johnston also had been scheduled attend the Royal Naval Film Cor-ration's dinner to be given aboard MS Victorious at Portsmouth on pt. 11. G. Griffith Johnson, Motion cture Association vice-president; ck L. Warner, president of Warner os., and Spyros P. Skouras, presi-nt of 20th Century-Fox, also were vited.

ire Guts Theatre

JACKSON, Ala., Sept. 3. — The ckson Theatre here was gutted by e recently shortly before it was heduled to open. There was no timate of the damage.

Sept.-Oct. Product Shortage Worries TOA

September and October will be "the leanest months" in number of film releases and "unfortunately, very few pictures in the 'blockbuster' class are included" in the releases for those months, a Theatre Owners of America bulletin warns members. "However," it notes, "November and December, according to advance report, shape up better."

"As of late August," the bulletin reports, "the eight major studios and independents have put 129 pictures before the cameras since Jan. 1, compared with 149 last year, with 12 more to start by Sept. 28.

"This is comparatively better than any time this year but still indicates that at best the total Hollywood production for 1959 will be no better than 1958, which resulted in the current extremely tight picture market."

The TOA bulletin says, "with Columbia currently having eight pictures before the cameras and five more set to roll by the end of this month, making it by far the busiest Hollywood studio from the point of view of movie theatre production in a long, long time, production picked up somewhat during August."

Community Groups

(*Continued from page* 1)

department, on all aspects of the plan.

Mrs. Twyman reported to the advertising-publicity directors yesterday on existing promotion through community groups. She described the Green Sheet service which she said now reaches an overall readership of 40,000,000; promotional services on special films; plans for preparing program materials for national organizations; the use of education films bearing on the industry and its activities; and the need for qualified speakers.

The ad-pub directors then discussed several ways of working with the national organizations and proposed the special committee be formed.

Bicks Permanent

(*Continued from page* 1)

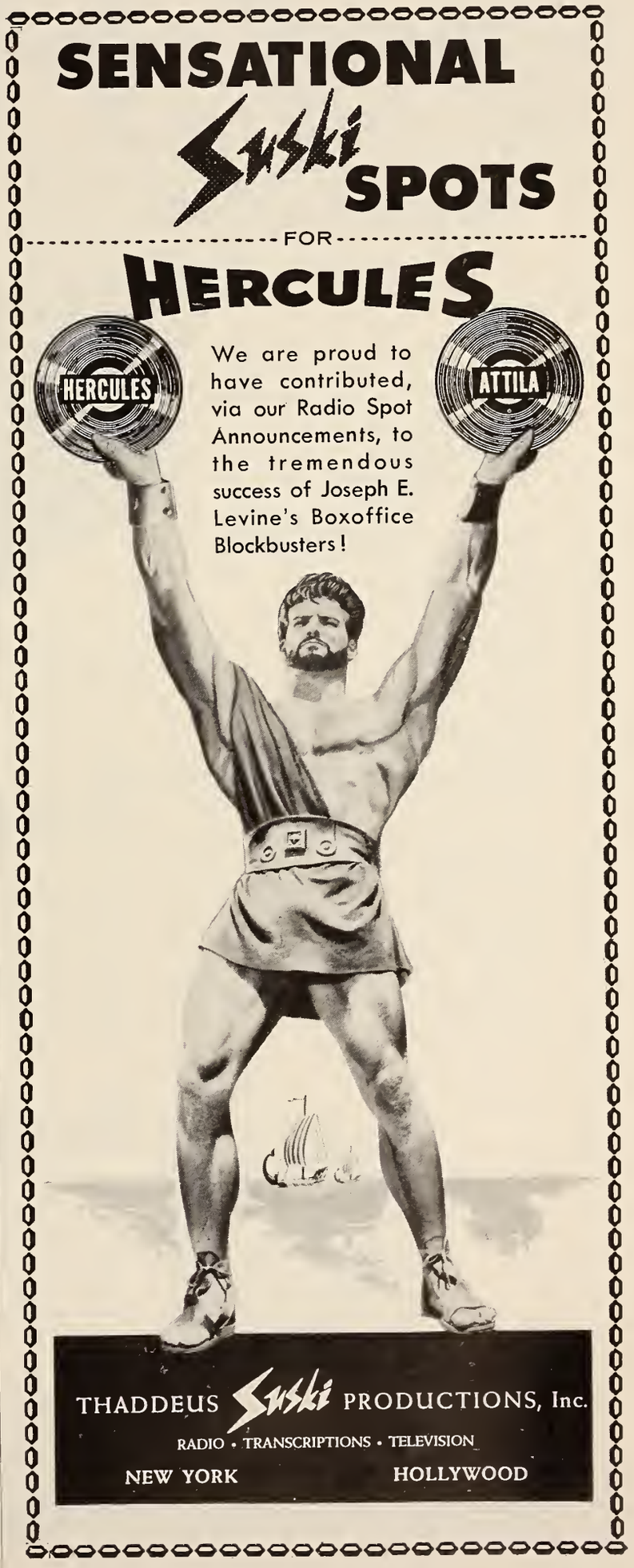
would be given a recess appointment by President Eisenhower shortly after Congress quits. He has been acting chief since Victor Hansen quit last spring. Bicks' age, personality, and fight for a relatively tough anti-trust policy have given rise to considerable opposition to him for permanent nomination to the job.

Boasberg to Preside At WB Central Meet

Special to THE DAILY

CINCINNATI, Sept. 3. — Charles Boasberg, general sales manager, Warner Bros., will preside at the company's Central Division sales meeting, September 9 & 10, at the Statler Hotel in Cleveland.

John T. Eifert, Warner Bros., Cincinnati sales manager, will attend, with other Central Division representatives, from Indiana, Pittsburgh, Buffalo, Detroit and Cleveland.



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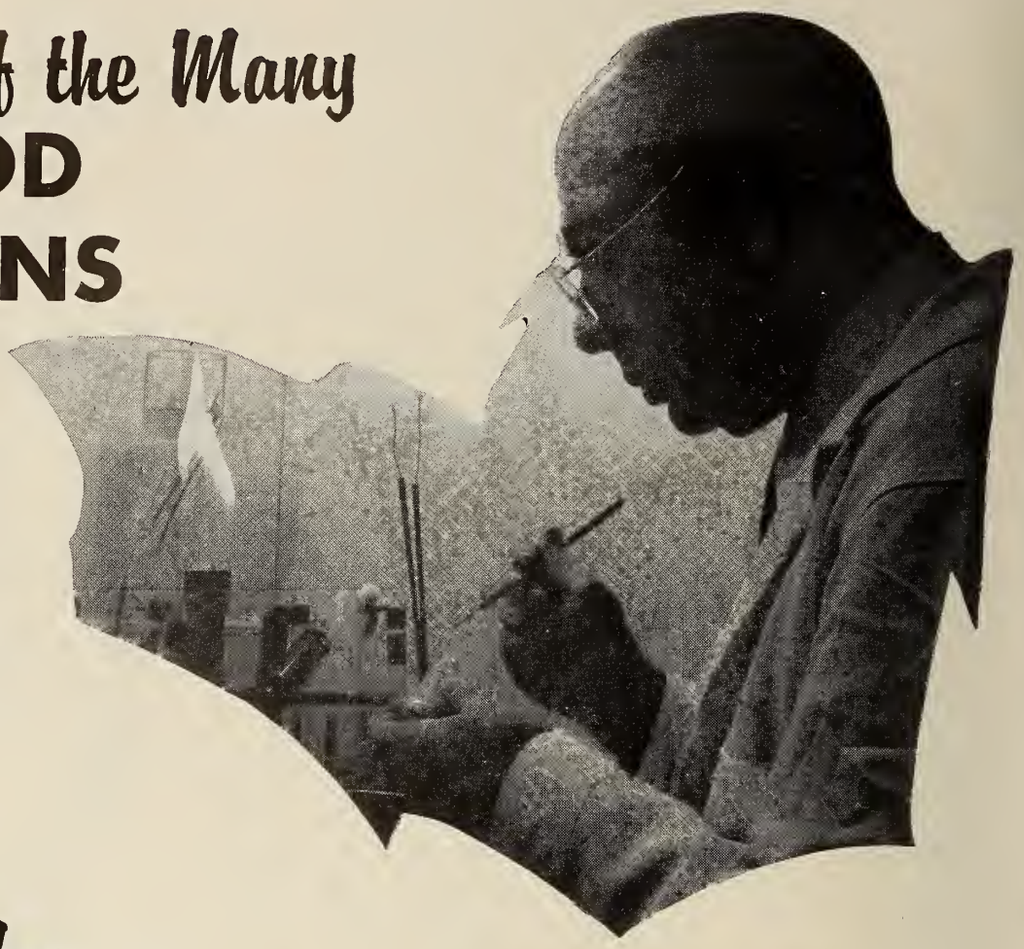

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EVERY THEATRE SHOULD TAKE UP *Will Rogers* AUDIENCE COLLECTIONS *Now*

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that brings blessings not only to 'Our Own' people, but to all mankind.

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If you are employed in any capacity in any phase of the Amusement Industry you and your loved ones are welcome at your Will Rogers Hospital for care and treatment of chest diseases for as long as you need it. Every patient is 'The Important One'—nothing is spared for his comfort and care. No red-tape to admission, Doctor's recommendation is all that is needed.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 48 NEW YORK, U.S.A., TUESDAY, SEPTEMBER 8, 1959 TEN CENTS

igh Activity

A to Have 5 Pictures n Production

roidy Tells Plans for lms in Next Six Months

From THE DAILY Bureau

HOLLYWOOD, Sept. 7. — Allied tists expects to hit its high point of ivity for the past five years in the t six months when it will have 15 tures in production, Steve Broidy, sident, said today. Deals now in gotiation may raise the number as h as 20, he added.

Heading the list are four pictures: treets of Montmartre," starring na Turner; "Pay or Die," starring nest Borgnine; "The Big Bankroll," d "The George Raft Story."

September will find four films in

(*Continued on page* 3)

OA Lists 31 Post-48 ilms Sold to TV

A list of 31 post-1948 pictures which neatre Owners of America charges ve been sold to television was is- ed at the weekend by the New York adquarters of the exhibitor organi- tion.

TOA listed the films by title, film mpany which originally distributed and the year it was released the- rically. On that basis there were 14 om Allied Artists; 9 from United Art- s; two from Columbia; and one each om Selznick, Paramount, M-G-M,

(*Continued on page* 4)

erlberg to Promote B-PT Pre-Sell Plan

By SAMUEL D. BERNS

HOLLYWOOD, Sept. 7.—William rlberg, Paramount producer, wit- ssed a renaissance for the motion

(*Continued on page* 4)

ITOA Members Will Be Encouraged To Use Conciliation at Sept. 17 Meet

Independent Theatre Owners Association of New York will encourage its members to resort to the industry's conciliation procedure for any needed and justified relief when it resumes its regular meetings Sept. 17 following a summer interlude. The meeting originally had been scheduled for Thursday but was set back because of conflict with previous scheduled exhibitor activities.

Max A. Cohen, I.T.O.A. representative on the American Congress of Exhibitors committee on aid to small theatres, will report to the meeting on the sessions with the Motion Pic-

(*Continued on page* 3)

Frankovich Is Named Columbia Vice-Pres.

M. J. Frankovich, chairman of the board of Columbia Pictures Ltd. of Great Britain and Ireland, has been named a vice-president of Columbia Pictures Corp., it has been announced by A. Schneider, president of the parent company.

Based in London, Frankovich acts as Columbia's studio liaison, represent-

(*Continued on page* 4)

'U' Acquires '4-D Man' For Late Fall Release

(Picture on page 5)

Universal Pictures has acquired United States and Canadian distribution rights to the new science-fiction thriller in color and wide-screen titled "Four-D Man" from producer

(*Continued on page* 5)

Exhibitors to Attend 'Samson' Meetings Here

Representatives of 20 New York metropolitan area theatre circuits will join at two meetings here tomorrow and Thursday under Paramount Pictures auspices to discuss promotion of Cecil B. DeMille's "Samson and Delilah," a Paramount re-release that is being launched on a new-picture, "blockbuster" basis.

Called by Jerry Pickman, Para-

(*Continued on page* 2)

British Press Lauds Gains Made by Rank Reflected in Preliminary Profit Report

By WILLIAM PAY

LONDON, Sept. 5 (By Air Mail).—The Rank Organisation's preliminary profit statement indicating the group's improved position has been favourably reported on by the British press. "The Times," commenting on the group's recovery, noted that the figures are excellent from almost every point of view and said, "the chairman's forecast a year ago of an improvement in trading figures seem a masterly under-statement." "While the preliminary figures," continued "The Times," "give no direct indication of the source of the improvement it seems reasonable to suppose the bulk of it must have come from the cinema industry if only because by far the greatest proportion of the group's capital is still invested in that industry."

Said the authoritative "Guardian," "the report makes much better reading than it did last year and the group's figures are little influenced by Rank's newer ventures into commercial television, records and dance-halls."

The mass-circulated "Daily Express" called it a wide-screen cheer for stockholders and the sober "Daily Telegraph" contented itself with "the results amply fulfill the confident hopes of better things expressed by Lord Rank last September."

To Johnston

Disavows Film Criticism By Church Official

Spike of Protestant Unit Rebukes Heimrich Views

The recently widely publicized views of George Heimrich, West Coast representative of the Broadcasting and Film Commission of the National Council of Churches, vigorously critical of current motion pictures and suggesting concerted Protestant action against them, were disavowed at the weekend by Heimrich's superior on the Commission, Dr. Robert W. Spike, its vice chairman.

Repudiation of virtually every phase of Heimrich's criticisms of films and implications of retaliatory action were

(*Continued on page* 3)

'Alamo' Promotion Meet To Be Held in Texas

Roger H. Lewis, United Artists vice-president in charge of advertising, publicity and exploitation, and John Wayne will hold a series of conferences on location in Brackettville, Tex., this week to blueprint global promotion plans for Batjac's "The Alamo," Wayne's Todd-AO film for UA release. The meeting is described as the first top-level promotion plan-

(*Continued on page* 4)

'Hot' Does $1,888,743 In Metropolitan Area

United Artists' "Some Like It Hot" rolled up a tremendous $1,888,743 for its New York first-run and subsequent run engagements, it was announced by William J. Heineman, UA vice-

(*Continued on page* 4)

TELEVISION TODAY—page 5

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PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, accompanied by BERNARD LEVY and AL SICIGNANO, has returned here following visits to Detroit, Buffalo, and Rochester.

•

JONAS ROSENFIELD, JR., Columbia Pictures executive in charge of advertising and publicity, is back at his desk here following a week of conferences with studio officials in Hollywood.

•

ROBERT MITCHUM has returned to Hollywood from London. He leaves there for Australia on Sept. 26.

•

W. B. ZOELINER, M-G-M branch manager at Atlanta, is recuperating at his home there following surgery.

•

MRS. EDWIN GIFFORD, head of national group sales for Samuel Goldwyn's "Porgy and Bess" is the mother of a new baby girl, MARY ELIZABETH GIFFORD, born last week at Mt. Sinai Hospital here. Father is a CBS-TV staffer.

•

MRS. BARNEY ROSS has given birth to a boy at her home in Atlanta. Father is head booker and office manager for Kay Film Exchange.

Albany Variety's Golf Tournament Sept. 14

Special to THE DAILY

ALBANY, Sept. 6. — The Albany Variety Club will stage its 18th annual golf tournament at Shaker Ridge Club, Colonie, on Sept. 14. Between 150 and 200 are expected to tee off. Climax of the day will be a dinner in the clubhouse.

Nate Winig is again general chairman. The ticket committee comprises: Chief Barker Samuel E. Rosenblatt, former chief barkers Jules Perlmutter and Al Kellert, attorney J. L. Olshansky, Gene Teper and G. Brandon Donohue. Edward Rothbard is tournament chairman; Marvin Gottlief, WOKO sales manager, is publicity director.

Secondary Offering Of UA Common Sold

A secondary offering of 100,000 shares of United Artists Corp. common stock was oversubscribed after being placed on the market here at $29.25 a share by F. Eberstadt & Co. and associates.

Sales proceeds in secondary distributions go to the selling stockholders, not to the company.

Para. Maps 'Samson' Plans

(*Continued from page* 1)

mount vice-president in charge of advertising - publicity - exploitation, the conference will feature Paramount's all-new merchandising concept for "Samson and Delilah"; the big, heavily financed campaign set for the picture, and an open forum discussion aimed at paving the way for record-breaking business.

Martin Davis, Paramount national advertising - publicity - exploitation

Jerry Pickman Martin Davis

manager, and Joseph Friedman, exploitation manager, will join with Pickman in presenting the campaign that has yielded all-new ads, art, posters, lobby displays, trailers, radio-television material and promotions and many unique devices for exploiting the film with maximum intensity. Myron Sattler, Paramount New York branch manager, will participate in the discussions.

Described by Paramount as its biggest exhibitor merchandising rally since "The Ten Commandments" was launched two years ago, the "Samson and Delilah" conference will be held for Loew's Theatres executives and merchandising specialists tomorrow at the Loew's home office. On Thursday it will move to the Paramount Pictures home office where executives, managers and promotion specialists from the following circuits will discuss the merchandising of the film: Warners, AB-Paramount Theatres, Century, Randforce, Brandt, Cinema Circuit, Interboro, Island Theatres, Liggett Circuit, RKO Theatres, Skouras Theatres, Eastern Management, Fabian Theatres, Walter Reade Circuit, Prudential, Snaper Theatres, Triangle, J. J. Theatres, Florin Circuit.

Picker as Host

Eugene D. Picker, president of Loew's Theatres, will be host at tomorrow's conference, which will be attended by some 70 Loew's theatre managers and assistant managers. The Loew's home office contingent will include Ernest Emerling, vice-president in charge of advertising-publicity; James Shanahan, Emerling's assistant; Ted Arnow, publicity manager. The following Loew's division managers will participate: Jack Harris, William Phillips, James Bruno, Murray Lenekoff, Bernie Zelenko, Salli Levi and James Grady.

Jim Barry, National Broadcasting Company sales manager in charge of spot announcements, will discuss the "Samson and Delilah" radio promotion campaign. Jerry Levine of the Paramount Pictures advertising department also will join in the meeting.

The two-day conference in New York will establish the pattern for a countrywide series of "Samson and Delilah" merchandising parleys.

RCA Quarter Dividends

A quarterly dividend of 25 cents per share on the common stock of the Radio Corporation of America, payable Oct. 26, to holders of record at the close of business Sept. 18, was announced here, following a regular meeting of the board of directors. At the same meeting, a dividend of 87½ cents per share was declared on the first preferred stock for the period Oct. 1, to Dec. 31, payable Jan. 2, to the holders of record of such stock at the close of business Dec. 7.

Adams 'Look' Chairman

Joey Adams, comedian and writer, has been named chairman of the March of Dimes-National Foundation benefit committee for the dual premiere here of "Look Back in Anger," Warner Bros. release. Proceeds from the twin openings Tuesday evening, Sept. 15, at the Forum and Baronet Theatres will go to the March of Dimes-National Foundation campaign.

Three New Records Set by 'Northwest'

M-G-M's "North By Northwest" continues to set records, the company reports.

The four-week box-office gross at Radio City Music Hall soared to $772,461, topping any four-week period in the history of the showcase for an M-G-M release. The fourth week's gross of $178,740 surpasses the first week's gross for most blockbusters at the Hall, M-G-M said.

Big in Huntington

At the Huntington Theatre on Long Island, the film grossed over $4,000 on its opening day to set a house record.

In Stamford, Conn., at the Palace Theatre, "North" opened to the biggest business in ten years. With over $2800 amassed during the first day, the theatre is anticipating a house record of $20,000 for the week to beat the previous record-holder by more than $1500.

Big Feature Program For Anglo Amalgamat

From THE DAILY Bureau

LONDON, Sept. 7.—The big program of first feature productio the history of the company is nounced by Nat Cohen and St Levy of Anglo Amalgamated Film tributors. Following the success of "Carry On" series and "Horrors of Black Museum", Anglo have step up their schedule to seven feat over the next year and several n planned to follow. Four diffe studios will be used.

One of the most unusual subj yet attempted at a British studio be "Aladdin and the Giant." Her Cohen will travel from America to charge of this Anglo-American co- duction which will combine live tion with animated and special e sequences.

A number of supporting feat and further "Scotland Yard" series also be produced. In addition, A will continue to handle product f American International Inc.

European Companies To Sell Everest Discs

Everest Records, a division of lock Instrument Corporation, Coll Point, L.I., announced it has just c pleted arrangements with six top ropean companies for distribution its high-fidelity records and ta throughout Europe and the Uni Kingdom.

The announcement said contr have been signed with Rank Reco Ltd., of London; Festival Records, Paris; Nordiska Musikforlaget, Sto holm; Delahay Records Co., Hague, Netherlands; Seysser and Inc., Zurich, and Compagnia Gene Del Disco Society, of Milan.

NEW YORK THEATRE

RADIO CITY MUSIC HALL—
Rockefeller Center • Ci 6-4600
CARY GRANT EVA MARIE SAINT JAMES MASON
in ALFRED HITCHCOCK'S
"NORTH BY NORTHWEST"
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ink To Report on itionalisation Plan

From THE DAILY Bureau

.ONDON, Sept. 5. (By Air Mail)—ects of the theatre circuit rationalion plan on operations of the Rank ganisation are expected to be reted in the group's full accounts and irman's statement to be released Sept. 16. The accounts are also exted to show further diversification the group's interests and results of tieipation in commercial television ough the holding in Southern Teleion.

t is also announced that the Rank ganisation has formed a new private npany, Rank Relays Services, which intended to bring together all the ious aspects of the group's growing lio and television relay operations. These include Regency Holdings, radio and television relay group ich the Rank Organisation aequired ly this year, and Viewline, a new tem of piping television and sound lio programs into domestic receivers areas where normal reception is ected by the surrounding terrain.

The first company to operate Viewe was established in Oxford earlier s year and other similar companies planned in other areas. These will brought within the compass of the nk Relays Services in due course.

TOA Backs

(*Continued from page* 1)

re Association of America's exhibir relations group which led to the reement to employ conciliation as a medy for the hard-pressed small eatre's problems.

ITOA also will distribute to interted members copies of the manual r conciliation procedure and will ofr advice and help to those who wish file for conciliation.

Theatre Owners of America took milar steps last week in encouragg its members to give conciliation a ial. It is understood other exhibitor ganizations will take similar action.

Vin in UA Contest

Harry Goldman, United Artists anch manager in Chicago, and his aff of salesmen and bookers, have on the United Artists Weeks Contest r the most billings and bookings gistered during the two-week period f June 28 through July 11, it was nounced by James R. Velde, vicesident in charge of domestic sales. he all-out efforts of sales personnel in A's 33 domestic branches in the U.S. nd Canada enabled the company to mass a record total of $5,374,619 in illings and 25,466 bookings during ne two-week period.

Curtis for 'Imposter'

HOLLYWOOD, Sept. 7. — Tony Curtis has been set by Edward Muhl, Universal-International vice-president n charge of production, to star in the itle role of "The Great Imposter."

Dr. Spike Cites Views

(*Continued from page* 1)

made by Dr. Spike as a result of an inquiry from Eric Johnston, Motion Picture Association of America president, concerning Spike's views of the Heimrich "blanket charges of overemphasis on violence and sex in motion pictures." Johnston noted that "There have been comments from other groups that do not support these unspecified charges."

In his reply, Dr. Spike said: "at no time has this Commission considered the views of Mr. Heimrich; and he in no way speaks for the members of this Commission. . . . Such an offhand and blanket condemnation of the film industry as the one offered by Mr. Heimrich is very far removed from the present thinking of this Commission."

Regrets "Veiled Threat"

"Boycott and censorship are most reprehensible to traditional Protestant thinking," Spike's letter to Johnston continues. "I very much regret the veiled threat that seemed to be caught up in Mr. Heimrich's remarks, and wish to disassociate myself completely from such a threat.

"This charge seems to be ill-timed and inappropriate. As every moviegoer will tell you, the fact is that the film industry has recently begun to show increased maturity and artistic sensitivity in what it is producing. As television has replaced films as the mass taste revealer, films have increasingly reflected the subtleties and the depth of true art. This is not true of all productions, of course, but the church should be grateful for this new faet and not simply castigate the entire industry.

Re "Elmer Gantry"

"Also mentioned in some of the releases is Mr. Heimrich's horror over the possible filming of 'Elmer Gantry.' There is no need for Protestants to be defensive about 'Elmer Gantry.' I am sure our ministry has enough validity and integrity to withstand this classic caricature. Indeed it might be very good for us, in a time that oversentimentalizes the minister, to have such a caricature shown.

"There are those in the Protestant group, and I number myself among them, who have real question as to the validity of the production code as far as taste and morals are concerned. When certain words are picked out as taboo and the whole contextual and situational meanings often ignored, one wonders what advantage to the religious point of view occurs from such wooden handling of a production code. It is possible to be thoroughly repulsed by the portrayal of sex and violence of the Ten Commandments, but because it has the stamp of a religious theme, no one would dare question it. The sensitive handling of sexual transgression, on the other hand, in the contemporary film, even though it might be done with the greatest amount of compassion and sense of tragedy, often comes in for reproach," Spike concluded.

He reported that for the past year and a half a survey committee of his organization has been studying the role of religion in radio, television and films. "The purview of this committee includes a depth study of the relationship between Christian faith and these mass media of communication and entertainment. No report has yet been issued from this committee because its work is not finished," he said.

Johnston communicated with Spike because the chairman of the Commission is out of the country at this time.

AA Sets 15

(*Continued from page* 1)

work: "The Hypnotic Eye," "The Purple Gang," "Raymie and the Barracuda," and "The Atomic Submarine."

For October: "Pay or Die" and "Bluebeard's Ten Honeymoons." November: "The George Raft Story" and "Teacher was a Sexpot." December: "Reckless, Pride of the Marines." January: "The Big Bankroll," and "Crashboat."

In late February or March "Streets of Montmartre" will begin, and also set for February are "Marco Polo," "Confessions of an Opium Eater," and "Fraternity Row."

Hellman Starts Work on New Albany Theatre

Special to THE DAILY

ALBANY, N.Y., Sept. 7.—Grading has been started by Neil Hellman for a 1050-seat theatre adjacent to his Thruway Motel on Upper Washington Ave. This is the first motion picture house scheduled for construction within the city limits of Albany during recent years.

Originally, work on the theatre was to start early last spring, with Labor Day as the target for completion. However, there were delays in launching the project. The theatre is to have the most modern appointments and equipment, including Todd-AO, Hellman announced sometime ago. It is understood the plan for inclusion of a stage has been dropped. Leon M. Einhorn is the architect.

Two new Hellman companies, Hellman's Lincoln Drive-in Theatre Corp and The Lincoln Drive-in Inc., both with offices at 1375 Washington Ave., recently registered certificates of incorporation here.

'Ben-Hur' Sign Is Up

Times Square has a new spectacular sign over the marquee of Loew's State Theatre where "Ben-Hur" will premiere late in the Fall. Each of the letters spelling out "Ben-Hur" measures 15 feet high. Huge cranes lifted them onto the side of the Loew's Building.

AB-PT Pre-Sell

(*Continued from page* 1)

picture industry at American Broadcasting - Paramount Theatres' semi-annual promotion conference last week at Winter Haven, Florida, he told reporters at the weekend.

Inspired by the demonstration of AB-PT vice-president Sidney Markley's plan to pre-sell, on a local level or point-of-sales basis, pictures that may be difficult to sell, Perlberg declared himself a self-appointed ambassador to acquaint Hollywood producing interests as well as leading national exhibitors with the merits of the plan.

Tactical Operations

Discussing the Markley plan, which has been in an experimental stage for the past two years, Perlberg compared it to tactical operations of the Army, reporting that men disregarding studio pressbooks are assigned to work out phases of campaigns for radio-TV, newspapers, gimmicks and tie-ups best suited to their respective areas, for two "project pictures" for a spring and fall seminar.

Perlberg, who disclosed a favorable attitude by Markley to having leading exhibitors and circuit operators not affiliated with AB-PT attend its seminars, reported further that southern exhibitors are outgrossing the rest of the nation by 23 per cent, with a 90 cent top admission, 20 per cent lower than other parts of the country, playing on a single bill attraction policy.

Need Master Plan

The Markley plan advocates examining pictures at least four weeks before engagements in the area to work out a master plan and recheck for local refinements.

Perlberg, who cited exhibitors for operating theatres in a way that "dared the public to attend," observed southern grosses as reflecting "southern hospitality" by its exhibitors.

'Alamo' Meetings

(*Continued from page* 1)

ning throughout the world for a major production on location even prior to the start of filming.

Purpose of these meetings is to develop an overall promotion campaign for the film during its production. The three-day sessions will detail specific media promotions to insure maximum penetration at least a full half year prior to the film's release.

Name Participants

Participating in the Brackettville meetings are James Henaghen, Batjac vice-president; Maurice Segal, UA West Coast publicity coordinator; Joseph Hyams, director of advertising and publicity for Batjac; Hank Fine, unit publicity manager; Tom Carlyle, unit story editor, and Frank Philips, unit photo editor. Phil Stern, feature photographer, and Roman Froelich production still photographer, will also participate in the meetings.

Si Seadler, Eastern advertising manager for M-G-M addressing the Walter Reade circuit manager's convention at Reade headquarters at Oakhurst, N.J. The occasion was the 'kickoff' for the annual showmanship drive conducted by the Reade organization. Left to right are Edwin "Pete" Gage, executive vice-president; Walter Reade, Jr., president; Seadler; and Nick Schermerhorn, vice-president and general manager for theatre operations. Seadler addressed the group on the importance of showmanship at the local theatre level.

Reade Offers TOA Meet Trip As Drive Prize

An all-expense paid trip for two to the 12th annual convention of the Theatre Owners of America at the Hotel Sherman in Chicago from Nov. 8 to 12 inclusive, will be the first prize in the annual "Showmanship Drive" this Fall for managers of the Walter Reade, Inc., circuit of New York, Connecticut and New Jersey, TOA's headquarters disclosed.

All managers of the Reade organization will compete in a five-week drive from Sept. 16 to Oct. 20, with the Chicago trip the top award for the winning manager and his wife. The award idea was originated by Walter Reade, Jr., circuit president.

George G. Kerasotes, TOA president, declared he was most pleased that attendance at TOA's convention would be awarded to a theatre manager, and stated he hoped other circuits and theatres would follow suit. The showmanship sessions, drive-in, concessions, and other meetings at the convention will be of prime interest for working managers as well as theatre owners, he declared.

Seadler Cites Value Of Local Showmanship

The importance of showmanship on the local level was emphasized by Si Seadler, Eastern advertising manager of M-G-M, in a speech at the annual meeting of Reade Theatre managers at their Oakhurst, N. J. headquarters.

The current rise in theatre business "means new opportunity, if we grasp it," Seadler said. "It's time to take stock, to go right down the list of our showmanship activities; to ask ourselves: are we beating the drum to match the new upbeat? The business is there to get. It takes pictures, and the industry has fine things ahead. It takes enthusiasm and never let up on that score. When you have enthusiasm yourself, you communicate it to your town."

Upcoming product from all the companies looks promising, the M-G-M executive declared. He added there was "especially good news from my company" and cited "It Started with a Kiss," "North by Northwest," "For the First Time," "The Wreck of the Mary Deare," and "Never So Few," in addition to the spectacular "Ben-Hur."

Hitchcock Plans Trip

Alfred Hitchcock will launch Metro-Goldwyn-Mayer's "North By Northwest" in three world capitals when he goes to Europe next month to participate in the London opening of the film. The producer-director will also take part in special promotions for Paris and Madrid.

AIP 'Gladiator' Kit

American International Pictures has prepared a special advance publicity kit for its Colorscope spectacular "Sign of the Gladiator." The four-page full-color outsize brochure, a part of the kit, is being mailed nationally.

Record 'Hot' Gross

(*Continued from page* 1)

president. Heineman reported that the film amassed a combined gross of $1,209,156 in 130 sub-run situations after compiling a record-setting gross of $679,578 for its 16-week holdover engagement at Loew's State Theatre on Broadway.

The Mirisch Company film scored a $123,464 gross for four weeks at the Loew's Metropolitan Theatre in Brooklyn. Fifty-four sub-run circuit bookings during the week of Aug. 12 accounted for $675,202. An additional at 75 sub-circuit engagements for the week of Aug. 26 produced $410,490, bringing total revenues past the $1,000,000 mark.

Post-48 Film

(*Continued from page* 1)

20th Century-Fox, Universal, and W
ner Bros.

On previous occasions when s
lists were compiled United Artists
pointed out that at the time the p
ent management took over in
the major companies had already
all of their pre-1949 product to
In addition rights to many of the
tures distributed by UA, as wel
some of those from other compar
have revered to the original produ
who then could do with his prop
as he pleased.

The TOA list compiled at the we
end was as follows:

"Affair in Monte Carlo," AA, 19
"The Snow Creature," UA, 1954; "
Highwayman," AA, 1951; "The
sassin," UA, 1953; "The Cruel To
AA, 1956; "Return of Jack Slade,"
1955; "African Queen," UA, 19
"The Fallen Idol," Selznick, 1949;
War with the Army," Paramou
1950; "The Beachcomber," UA, 19
"Navy Wife," AA, 1956; "Blossoms
the Dust," M-G-M, 1950; "Drag
Wells Massacre," AA, 1957; "J
Slade," AA, 1953; "Caribou Tra
Fox, 1950; "Jennifer," AA, 19
"Both Sides of the Law," Univers
1954; "Strange Intruder," AA, 19
"Clouded Yellow," Columbia, 19
"Three for Jamie Dawn," AA, 19
"The Big Bluff," UA, 1954; "Breaki
the Sound Barrier," UA, 1953; "T
Come On," AA, 1956; "Yaqui Drum
AA, 1955; "Little Kidnappers," U
1954; "Invasion of the Body Snatc
ers," AA, 1956; "Lady Takes a Sailo
WB, 1949; "Cry Vengeance," A
1954; "Operation X," Columbia, 195
"Phantom from Space," UA, 195
"Red Shoes," UA, 1951.

M. J. Frankovich

(*Continued from page* 1)

ing the company in all production a
tivity in England and in Europe, an
also in coordinating the activities
independent producers based in En
land and on the Continent.

Frankovich, who is also a vice-pre
ident of Columbia Pictures Internatio
al Corp, was named chairman of th
board of Columbia Pictures Ltd.
Great Britain and Ireland in Ma
1959, after serving as managing direc
tor since 1955. He was formerly a
independent film producer.

'Sapphire' U. S. Bow In Chicago Sept. 24

"Sapphire," British drama being re
leased in the United States by Uni-
versal-International, will have its
American premiere at the Cinestage
Theatre in Chicago on Thursday, Sept.
24, it was announced by Henry H.
Martin, general sales manager of Uni-
versal.

"Sapphire," in Eastman Color, was
produced for the Rank Organization
by Michael Relph. The Sept. 24 date
at the Cinestage is a pre-release en-
gagement for the film, which will have
its regular American release in Novem-
ber.

Television Today

tern Takes Over NBC heatrical Activities

Theatrical activities of the National oadcasting Company have been aced under the supervision of Alfred Stern, it was announced by Robert Kintner, NBC president. Stern will addition continue with his duties as rector of international operations for BC and as chairman of the board of BC International, Ltd.

NBC currently has investments in number of Broadway theatrical pro-uctions, and intends to continue its tivities in this field. It is also con-rting the Hudson Theatre, which has en used as a television studio, to a odernized theatrical house with ex-nded seating capacity.

In order to centralize management sponsibility for other NBC enterpris-which now report to various organ-ational units, the following additional tivities, Kintner announced, have o been placed under Stern's direc-n: merchandising and licensing of bsidiary program rights including usic publishing, book publishing, and rangements for the sale of film prints educational institutions and service ganizations.

Stern continues reporting to J. M. ifford, executive vice-president, ad-nistration.

'Dick Clark World of Talent' Bows Sept. 27

"Dick Clark's World of Talent" with Dick Clark as host and moderator will debut on the ABC Television Network Sunday, Sept. 27 (10:30-11 P.M., EDT), sponsored by P. Lorillard Company, it was announced by William P. Mullen, ABC vice-president in charge of TV network sales. The sponsor is represented by Lennen & Newell, Inc.

Jack E. Leonard will be a permanent panelist and two additional guest panelists will join the show each week.

TV Quiz Show Hearing Set to Start Oct. 6

From THE DAILY Bureau

WASHINGTON, Sept. 7. — The House Commerce Subcommittee on Legislative Oversight said it would start hearings Oct. 6 on charges of "rigged" TV quiz shows.

Chairman Harris (D., Ark.) said the subcommittee hoped to complete the hearings in a week, working morning and afternoon if necessary. The subcommittee staff has been studying minutes of a New York Grand Jury that investigated the quiz shows earlier this year.

Producer Jack H. Harris, whose "4-D Man" has been acquired for U.S. and Canadian distribution by Universal, with Henry H. Martin, Universal general sales manager, as the deal was signed in New York.

'High School Bride' Seen Top Hit to Date for AIP

From THE DAILY Bureau

HOLLYWOOD, Sept. 7.—On the basis of box-office reports from seven key cities where it has opened, "Diary of a High School Bride" will have the highest domestic gross in American International Pictures history, it is reported by general sales manager Leon P. Blender. The new AIP release already has broken earlier records set by the company's "Horrors of the Black Museum," exceeding its predecessor's take by as much as 300 per cent.

In Scranton "Diary of a High School Bride" grossed $2246 against $754 for "Horrors." "High School Bride" set new records in Kansas City with $13,948, breaking the earlier record of $12,368 set by "Horrors."

'4-D Man' Deal

(*Continued from page* 1)

Jack H. Harris, it was announced by Henry H. Martin, general sales manager of Universal. A late Fall release is planned for the film.

"Four-D Man" is a Fairview Production starring Robert Lansing, Lee Merriweather, a former "Miss America" and James Congdon. An all-out promotional campaign will be developed.

A BUYING MISSION

FILM IMPORT KO-OPERATIEF BEPERK

Pretoria **South Africa**

Arrived by Comet today from England where several important films have been bought for distribution in South Africa Pieter J. du Plessis, managing director, accompanied by two other directors Cyril Murley and Kotie van Schalwyk to study the American market.

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"93 minutes of excitement...suspense was gripping!" ——N. Y. JOURNAL-AMERICAN

Grim and suspenseful drama... has the necessary explosive quality for its action content!" ——BOXOFFICE

"... Jack Pal... a perform... th... perhap... fine... the ac... car... ——N. Y. T...

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TEN SECONDS TO HELL

"Fresh and exciting. Should easily hit the mark with the general patron!" ——FILM DAILY

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ROBERT CORNTHWAITE

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ROBERT ALDRICH

Screenplay by
ROBERT ALDRICH and TEDDI SHERMAN · From the Novel, "THE PHOENIX" by LAWRENCE P. BACHMANN

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MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 49 NEW YORK, U.S.A., WEDNESDAY, SEPTEMBER 9, 1959 TEN CENTS

Expires Sept. 26

British Pact Talk Details Are Unsettled

Johnston Cancels Previous Plans for Khrushchev Visit

For the first time since their inception some 15 years ago, arrangements for the annual renegotiation of the Anglo-U.S. film remittance agreement are unsettled within a few weeks of the scheduled expiration of the current pact.

The situation is a direct result of the impending visit to the U.S. of Soviet Premier Nikita Khrushchev.

Eric Johnston, Motion Picture Export Ass'n. president, had made plans to leave here for London tomorrow and to open talks with officials of the

(*Continued on page 2*)

Shea Heads TOA Forum On Product at Chicago

Gerald J. Shea, president of Shea Enterprises and Jamestown Amusement Company, will be chairman of the product forum to be staged Nov. 1 as one of the highlights of the 42th annual convention and trade show of Theatre Owners of America at the Hotel Sherman, Chicago, president George G. Kerasotes announced yesterday.

Kerasotes said that with quality and quantity of forthcoming films one of the biggest problems facing exhibi-

(*Continued on page 4*)

British Guild Would Back WGA Strike Action

From THE DAILY Bureau

LONDON, Sept. 8. — The British Television and Screenwriters Guild acceded to an appeal from the Writers Guild of America to support the latter's impending strike action against

(*Continued on page 4*)

'Ben-Hur' 'Sneak' Preview Held in Denver; Exceptional Audience Reaction Reported

Special to THE DAILY

DENVER, Sept. 8.—Motion picture history was made in Denver last night. An audience that filled the Center Theatre here witnessed the world's first public screening of Metro-Goldwyn-Mayer's $15,000,000 production of "Ben-Hur" and sat in rapt, awed attention for nearly four hours as the costliest motion picture ever made was revealed. The performance climaxed more than five years of preparation and production. The screening was a Hollywood "sneak preview" 1,000 miles from Hollywood.

Word that the picture would be "Ben-Hur" leaked out and the theatre was besieged by a typical American audience. The famous chariot race and the exciting sea battle of the General Lew Wallace story were applauded and the religious episodes of the novel had an effect on the audience never before experienced in a motion picture theatre.

Executives of M-G-M from New York and Hollywood flew here for the performance. The group from New York was headed by Joseph R. Vogel, president of Loew's, Inc. Sol C. Siegel, production head of M-G-M studios, and William Wyler, director of "Ben-Hur," were present from Hollywood.

The enthusiastic reception by the Denver preview audience assures a mid-November world-premiere of "Ben-Hur" at Loew's New State Theatre, New York City, where it will be presented as a reserved seat, road-show attraction.

Mich. Allied Schedules 40th Annual Convention

Special to THE DAILY

DETROIT, Sept. 8. — The 40th annual convention of Allied Theatres of Michigan Inc. will take place Sept. 23 and 24 at the Hotels Sheraton Cadillac and Statler here, and there

(*Continued on page 4*)

Stulber Gets New Columbia Contract

From THE DAILY Bureau

HOLLYWOOD, Sept. 8. — Gordon Stulber, assistant secretary of Columbia Pictures and executives assistant to vice-president B. B. Kahane, has

(*Continued on page 4*)

Nathanson Starts Global Tour for U.A. Today

Morton Nathanson, United Artists Director of International advertising and publicity, will leave here today for London on the first leg of an

(*Continued on page 2*)

'Blue Laws' Decision Up to S. C. Supreme Ct.

Special to THE DAILY

SPARTANBURG, S. C., Sept. 8.—A three-judge Federal Court in Columbia, S.C., today ruled that pending a decision by the state Supreme Court on the applicability of section 64-1 of

(*Continued on page 4*)

Industrial Enterprises Buys Bonded Film Units; Ross, Others Continue

Industrial Enterprises, Inc. has purchased for an undisclosed cash sum the operating assets and business of Bonded Film Storage Co., Inc., Bonded TV Film Service, Inc., and affiliated companies, said to be the largest film service operation in the country, Walter E. Bronston, president of Industrial Enterprises, announced yesterday.

The newly acquired company will be operated as the Bonded Services Division of Industrial Enterprises.

Chester M. Ross, president of Bonded Film Storage Co., will serve as president of the new division. He will also be a vice-president of Industrial En-

(*Continued on page 2*)

In Congress

Some Industry Bills Go Over To Next Year

Result of Rush to Adjourn; Few New Laws Affect Films

By J. A. OTTEN

WASHINGTON, Sept. 8.—Half-a-dozen or more bills of major or minor interest to the motion picture industry will be pushed off until next year by the Congress now rushing to adjourn.

By and large, this has been a session devoid of much accomplishment affecting the industry. Probably the major step was Congressional agreement that the Federal Communications Commission could go ahead and accept applications for limited testing of toll television. So far, however, the FCC has not received any applications for tests.

Considerable interest was focused on Allied States Association's attempt

(*Continued on page 4*)

Johnston, Skouras Host Khrushchev Trade Lunch

Motion Picture Association president Eric Johnston will host a lunch for Soviet Premier Khrushchev at the 20th Century-Fox studios in Hollywood on September 19.

The lunch will come during a tour of the studios by Khrushchev, and Fox president Spyros Skouras and studio head Buddy Adler will serve as co-hosts with Johnston. Top industry officials from both Coasts have been invited to attend.

Johnston was a guest at Khrushchev's home during a visit to the Soviet earlier this year. Skouras attended the opening of the American trade fair and exhibit in Moscow in July.

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ROCK HUDSON · DORIS DAY "PILLOW TALK" Universal International CinemaScope in Eastman color

PERSONAL MENTION

MILTON E. PICKMAN, who resigned recently as general manager of the Samuel Goldwyn Studios, has arrived in New York for conferences with production and distribution executives prior to leaving for London at the weekend on a similar mission.

•

MILTON RACKMIL, Universal Pictures and Decca Records president, and his wife, VIVIAN BLAINE, have arrived in London for a visit through the remainder of the week.

•

PHIL GERARD, Universal Eastern publicity manager, and his wife, LILLIAN GERARD, manager of the Paris Theatre here, will return to New York from a European vacation on Friday aboard the *Liberte*.

•

EDWARD MOREY, Allied Artists vice-president, is in Hollywood from New York to attend conferences with president STEVE BROIDY and executive vice-president and treasurer, GEORGE BURROWS. He will also attend today's company board meeting.

•

LEON ROTH, vice-president of the Mirisch Co., is scheduled to arrive here today from Hollywood.

•

FRED ZINNEMANN, director of "The Nun's Story," will arrive here today from London, via B.O.A.C.

•

MARTIN RACKIN, independent producer, left here yesterday for London, via B.O.A.C.

•

ARTHUR HORNBLOW, Jr., is in Hollywood from New York, for a series of conferences with Columbia studio officials.

•

HAROLD LEWIS, treasurer of ATA Trading Corp., will leave here today for Schenectady.

Att: ALL THEATRES
...it's SCREEN TIME!
NATIONAL SCREEN'S BIG NEW PROMOTIONAL BUSINESS BUILDER
Your copy available at your NATIONAL SCREEN EXCHANGE

Consolidated Court Order Is Modified

Special to THE DAILY

WILMINGTON, Del., Sept. 8.—Chief Judge Caleb M. Wright of the U.S. District Court here has approved a modification of his temporary restraining order issue Aug. 31 regarding the sale of assets of Consolidated Amusement Company, Ltd., an Hawaiian corporation.

This was done in agreement with attorneys involved in the case so that sale of assets scheduled to take place in Hawaii late last week could be met without restraints provided in the original order. The order was approved effective to coincide with the sale hour in Hawaii.

Modification of the order was such that the only restraint imposed upon Hialand Development Corporation, a defendant, is that no monies received by it from the sale of any assets acquired from Consolidated shall be distributed to the stockholders of Hialand except that covering salaries for employes.

British Pact

(*Continued from page* 1)

British Board of Trade there on a one-year extension of the present agreement next Monday.

Then the Khrushchev visit was announced and it was suggested that Johnston, socially beholden to the Soviet's head man whose hospitality he had accepted in Russia last spring, should be here and repay his obligation. Thus Johnston, Spyros Skouras and Buddy Adler will be host to the Kremlin's top man at a luncheon at the 20th-Fox studios.

Consequently, Johnston has had to call off his European trip, which also was to have included talks on new film agreements with France and West Germany.

The British pact is scheduled to expire Sept. 26. Yesterday, MPEA officials said that Johnston would not be leaving for Europe before October. They could not say whether the expiring agreement could be renewed by an exchange of letters; whether some other MPEA officials would conduct the talks in London in Johnston's stead, or whether the British officials would be asked to come to Washington, as they have done on several previous occasions.

In any event, once it is decided who will conduct the talks for the American industry, where and when, no difficulties in gaining a one-year extension of the present agreement is expected. It provides for a basic $17 millions of remittances unconditionally; a bonus of one-third of the American investment in production in British during the year, with the balance available for specified permitted uses in that country.

Although Johnston said some time age he would ask for free convertibility of all sterling earnings this year, only one other issue is known to be at stake in the upcoming negotiations. That involves sterling acquired outside of Britain and transferred to London. The American industry takes the position that present British law permits such sterling to be converted into dollars and want a stipulation to that effect inserted in the film agreement.

Bonded Film

(*Continued from page* 1)

terprises and a member of its operations board. Other officers and personnel of the Bonded companies will continue in their present capacities, it was pointed out.

Ross, in commenting on the acquisition of the Bonded companies by Industrial, pointed out that this would give the company broader opportunities to service its clients and that there would be no change in any of Bonded's operating practices.

Bronston revealed that Bonded sales in its varied activities showed constant increases each year. Sales for the first six months of 1959, he added, are running about 10 per cent ahead of the comparable period last year, with a commensurate increase in profits.

Bonded presently owns and operates six warehouses equipped with fireproof vaults for the storage of motion picture and television film as well as video tape. Three of them are located in Long Island City, one in Manhattan, one in Fort Lee, New Jersey, and one in Bound Brook, New Jersey. In addition, offices are maintained in New York, Chicago and Los Angeles. In addition to its storage activities, Bonded provides every film handling service except laboratory work for the television industry, advertising agencies, television stations, and motion picture industry.

Bronston pointed out that the acquisition of Bonded marks the entry of Industrial Enterprises into a fifth area of activity, the purely service field. It is now active in the following fields: (1) transportation through Fleet Carrier Corporation; (2) heavy industry through Milwaukee Crane and Vincennes Steel divisions; (3) light manufacturing through United Specialties, Mitchell Specialty, NoVo and Philadelphia Hoist divisions; (4) consumer products through the Pennant division.

Richmond to MGM

HOLLYWOOD, Sept. 8.—Ted Richmond, who was a partner with the late Tyrone Power under their Copa Productions banner, and produced UA's "Solomon and Sheba," has been signed by M-G-M to helm his Ted Richmond Productions, first of which will be produced in Spain.

LETTERS TO THE EDITOR

SIR:

Except for the words "We Tha You," words fail us as we try to you how deep is our gratitude to and your editors for the salutes in MOTION PICTURE DAILY and the *tion Picture Herald.*

The congratulations your expressi have evoked from all over the wo are trying on our modesty.

However, with all due humility, us say that we only wish we were h the man you lauded and honored.

We want you to understand that accept the salute as not only celebr ing the completion of our forty ye in motion pictures but as a tribu to our hard-working co-workers, wit out whose efforts anything we have a complished would have been impo sible.

From the Reeks unto the third ge eration and the entire Movietone Ne staff, thanks again.

Sincere EDMUND REE Editor, Movietone

Nathanson Tour

(*Continued from page* 1)

around-the-world swing of the co pany's overseas offices.

His itinerary will include all t foreign cities where Stanley Krame "On The Beach" will have its simu taneous world premiere Dec. 1 Nathanson's schedule also will cov the 13 foreign cities where Edwar Small's "Solomon and Sheba" wi play its first engagements in Sup Technirama 70.

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GIRLS TOWN

When young rebels go bad! Powerhouse drama of these times. Anything goes in "GIRLS TOWN," last stop on the road to nowhere!

The drag-race! No hands! 60 miles an hour!

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MAMIE VAN DOREN · MEL TORME

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HEAR HIM SING:
"Lonely Boy," "A Time To Cry"
and the rocking title song.

Co-Starring THE GIRLS

CATHY CROSBY · GIGI PERREAU · ELINOR DONAHUE

GLORIA TALBOTT · Guest Stars SHEILAH GRAHAM · JIM MITCHUM

DICK CONTINO · HAROLD LLOYD, JR. · CHARLES CHAPLIN, JR.

and THE PLATTERS

Screen Play by ROBERT SMITH · Story by ROBERT HARDY ANDREWS · Directed by CHARLES HAAS

Three Day WOMPI Meet Opens Friday in Fla.

Special to THE DAILY

JACKSONVILLE, Fla., Sept. 8. — Delegates from ten film centers in the U.S. and one in Canada will assemble at the Robert Meyer Hotel here Friday for the annual convention of the Women of the Motion Picture Industry.

The WOMPI, whose object is to provide social and charitable services for female film employees and at the same time cooperate in all projects for the industry good, will hold a three-day session. The local chapter, with full assistance from the city, has arranged a full series of parties, luncheons and sight-seeing trips.

President Gene Barnett, of New Orleans, will lead the sessions. WOMPI delegates will attend from Toronto, St. Louis, Atlanta, Charlotte, Dallas, New Orleans, Denver, Kansas City, Des Moines, Memphis and Jacksonville.

Mich. Allied Meet

(*Continued from page* 1)

will be a Variety Club theatre party. Events include: luncheons and cocktail parties, night club dinner dance, equipment seminar with demonstrations of latest developments, showmanship session with award of solid silver and marble trophy, as well as a trophy to exhibitor giving the best business building suggestions, awarded by Lee Artos of Electro Carbons.

Distributors will give Allied members a preview of forthcoming product.

Cost of the two-day-and-night convention will be $15 per person or $25 per couple plus hotel reservation.

Mrs. Sadie Halper, 64, Sister of Warners, Dies

HOLLYWOOD, Sept. 8. — Mrs. Sadie Warner Halper, sister of film executives Jack L. and Albert Warner, died here yesterday at Cedars of Lebanon Hospital.

The widow of Louis J. Halper, her age was 64. Mrs. Halper was an organizer and first president of the Cedars of Lebanon Hospital Coordinating Council, a founder of the Helping Hand Society and a member of the Council of Jewish Women.

Paul Gusdanovic Dead

CLEVELAND, Sept. 8. — Paul Gusdanovic, a pioneer theatre owner in this city, died at the weekend after a long illness. He was in his late seventies, and is survived by his wife, Caroline, and four daughters.

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"SUMMIT SESSIONS"
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LUNCHEON • COCKTAILS
DINNER • AFTER-THEATRE
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Industry Bills Postponed

(*Continued from page* 1)

to get the Senate Judiciary subcommittee on Anti-trust Policy to hold hearings on Allied's complaints against major distributors and the Justice Department. The subcommittee finally refused, arguing it would be a repetition of the earlier Senate Small Business Committee hearings, and Allied reportedly is trying to decide on which other congressional committee it should press for hearings next year.

See More SBA Funds

Congress did complete action on legislation limiting the rights of states to tax the income of out-of-state companies and exempting radio and TV news shows from the "equal time" provisions of the Federal Communications law. A bill giving the Small Business Administration more money for business loans is certain to pass before Congress quits, but this involves no basic liberalization of SBA lending policies.

The industry lost an attempt to get more money for the Information Media Guaranty program, under which the government guarantees film distributors convertibility of their earnings in certain foreign countries.

One of the major items on the agenda for next year will certainly be a Democratic attempt to extend coverage of the Federal minimum wage law to theatres and other retail and service firms. A Senate Labor subcommittee approved a sweeping extension bill, but Senator Kennedy (D., Mass.), its main backer, got bogged down in work on the labor reform bill and let the minimum wage matter slide. He promises to push it hard next year.

Further hearings can be expected in the Senate on broad constitutional amendments aimed at bolstering state censorship laws. A California Republican congressman also promises to push ahead with his resolution which would have Congress call on the industry to do a better job of policing the films it sends abroad.

Film distributors will likely continue to seek legislation giving them some $2,000,000 for rental income lost in the Philippines when Japanese forces seized the American films there in World War II. The House will pass and there will be a strong push for Senate action on a bill that will substantially ease taxes on income earned overseas by American companies.

Action on Pay-TV

House Commerce Committee chairman Harris (D., Ark.) hopes to have committee action on his bill to give the FCC authority to control wire pay television. There'll be a strong push for action on two bills to give the Justice Department more anti-trust power—one to require large firms to give advance notice of merger plans, and the other giving the anti-trust division broad power to get evidence in investigations looking toward civil anti-trust suits.

So far, there's been little interest in bills aimed at curbing overseas film and sound track production.

1-Cent Show 'Sales'

BALTIMORE, Sept. 8. — Allied Motion Picture Theatre Owners of Maryland is in the process of completing a plan to offer a "One Cent Ticket Sale" among neighborhood houses. It would be in effect each Thursday during October when the purchase of an adult ticket shall include the second ticket for one cent; the same applying to children's admissions.

Stulber Contract

(*Continued from page* 1)

been given a new long-term contract by the company, it was announced today by Samuel J. Briskin, Columbia's vice-president in charge of studio operations.

Stulber's new contract replaces a pact negotiated last year which still has three years to run. Under terms of the new contract, his responsibilities will be considerably expanded.

British Guild

(*Continued from page* 1)

55 independent Hollywood producers.

The British guild cabled, "We are behind you all the way," and advised its members not to work for the American companies involved in the strike action. However, none of the latter are currently in production here.

S.C. Blue Laws

(*Continued from page* 1)

the code of laws of the state to the showing of motion pictures on Sunday, "this court is of the opinion that it should obstain from further exercising its jurisdiction in this case until such time as the Supreme Court of South Carolina has passed up such question."

The Court, made up of presiding judges Clement F. Haynsworth, C. C. Wyche and George Bell Timmerman, stated, however, that "jurisdiction of this action is retained until such time as this question has been passed by the Supreme Court of South Carolina and in the meantime the temporary restraining order hereto issued by United States District Judge C. C. Wyche in this case is dissolved ten days from this order."

Defendants in the Sunday openings case, which lists numerous South Carolina film theatres as plaintiffs, are expected to abide by the decision of the three-judge court and allow movies to continue in Spartanburg, Greenville, Cherokee, Greenwood, Anderson, and Darlington counties on the Sabbath until the matter is adjudicated in the South Carolina Supreme Court. The 200-year-old statute, written during Colonial days, specifically bans such out-moded practices as bear-baiting, but attorney-general Dan McLeod says it covers moving pictures.

Work On New Loew' Columbia Starts Soo

From THE DAILY Bureau

WASHINGTON, Sept. 8. — W will start next week looking tow the first completely newly-constru theatre in the nation's capital s 1951.

Orville Crouch, Loew's eastern d sion manager, said demolition of 70-year-old Loew's Columbia wc start September 17, to clear the for a $1,000,000 completely mod theatre tagged for completion e next year.

Like NYC State

The construction is part of Loew's Theatres, Inc., expansion remodeling program, instituted president Eugene Picker, Crouch s Picker said the new Washington th tre, to be called Loew's New Colu bia, would have many of the sa facilities incorporated in the c verted Loew's State Theatre in N York City. The new theatre will h 1,150 "easy-chair" lounger se spaced 41 inches between rows a staggered to permit unobstruct viewing. All-purpose Phillips-To AO projectors will permit presentati of all large-screen films from 70m down to the normal 35mm., and t sound system will feature six-chan stereophonic sound equipment inclu ing built-in "surround" speakers.

Shea Heads Forum

(*Continued from page* 1)

tion invitations have been extend to the sales managers of all the maj distributing companies to take p in the forum, which will be know as "A Word from Distribution."

Shea, who is also one of the thr co-chairmen for the convention, w preside at the session, at which it expected the sales managers will ou line the product their companies ha scheduled for release for the follo ing 12 months.

5 Started, 30 in Worl In Hollywood Studios

From THE DAILY Bureau

HOLLYWOOD, Sept. 8. — Fiv pictures started in production la week, and four were completed, mak ing a total of 30 pictures before th cameras.

Started were: "The Hypnotic Eye Allied Artists; "The Day The Ban of England Was Robbed," a Metro Goldwyn-Mayer production shootin in London; "Alamo," a Batjac Produc tion, and "Elmer Gantry" for Unite Artists release; "Invasion of Mars," SINO Production, independent featur in Eastman color.

Completed were: "Who Was That Lady?" (Ansark-Sidney production for Columbia release; "Hound Dog Man" (Company of Artists produc tion) for 20th Century-Fox; "The Fugitive Kind" (Jurow-Shepherd-Pen nebaker production), and "A Terrible Beauty" (Cineman production), the latter two for United Artists release.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 50 NEW YORK, U.S.A., THURSDAY, SEPTEMBER 10, 1959 TEN CENTS

Releases Letter

Shor Reveals Rift with ACE Near Breaking

No Faith in Conciliation; Seen Convention Topic

Special to THE DAILY

CINCINNATI, Sept. 9. — "Resurrecting the conciliation plan" as a means of giving aid to small, distressed theatres under the American Congress of Exhibitors-Motion Picture Association program "was the breaking point" for Ruben Shor, local exhibitor and Allied States official.

Ruben Shor

This is stated in correspondence released to the press by Shor today, some of which details grievances going back to last February when, as a member of the ACE committee on means of in-

(*Continued on page 2*)

Dana to Sack Theatres As Buyer and Booker

Special to THE DAILY

BOSTON, Sept. 9.—Peter T. Dana, for 28 years with Universal-International and for 10 years Eastern division sales manager, has been appointed head buyer and booker of the Sack Theatres of Boston and Fitchburg, it was announced today.

Theatres involved are the Saxon, Quary, Beacon Hill and Capri in Bos-

(*Continued on page 7*)

Seeks Fast Decision On S. C. 'Blue Laws'

Special to THE DAILY

SPARTANBURG, S. C., Sept. 9.—Following a three-judge Federal court's decision to take a "hands-off" and on the South Carolina controver-

(*Continued on page 7*)

TELEVISION TODAY—page 6

Picker Sees Rewarding Precedent in Re-Release of Classic Like 'Samson'

Paramount's "Samson and Delilah" campaign was viewed yesterday by Eugene Picker, Loew's Theatres president, as the instrument which could inspire distribution in general to re-release big pictures of the past on grand scales to the tune of enormous profits.

More than 100 theatres representing 20 circuits in the New York metropolitan area, including some 65 Loew's houses, will open "Samson and Delilah" on Sept. 30.

Picker's comment on the implications of the "Samson and Delilah" campaign followed promotion presentations by Jerry Pickman, Paramount advertising-publicity vice-president, and Martin Davis, national advertising-publicity-exploitation manager, at a gathering of Loew's home office executives, theatre managers and promotion specialists.

Davis described the "Samson" cam-

(*Continued on page 6*)

Afrikaans Exhibitor Seeks Open Market

The field for independent distribution of pictures in the Union of South Africa is broadening and will be helped by governmental measures now in process, according to Pieter J. du Plessis, managing director of Film Import Ko-Operatief Beperk.

Du Plessis, with two other directors of Film Import, Cyril Murley and Kotie van Schalwyk, is in New York this week to study the American market and buy product for distribution to their exhibitor members in South Africa.

Film Import was formed two years

(*Continued on page 7*)

28 Circuits at Herald Merchandising Sessions

Two weeks before the opening of the third series of merchandising conferences sponsored by Motion Picture Herald 80 acceptances from executives of 28 circuits have been received. The conferences will be held in New York Sept. 23, 24 and 25. As in the previous series last spring and last fall, the conferences will discuss specific campaigns on pictures to be screened by major distributors.

The circuits to be represented include:

Butterfield, Comerford Theatres,

(*Continued on page 2*)

Loew's Overseas Co. Re-Named MGM Int'l.

M-G-M's overseas distribution and theatre organization has changed its name from Loew's International Corp. to Metro-Goldwyn-Mayer International, Inc., it was announced yesterday by president Morton A. Spring.

With the change of name, Spring said, Dave Lewis and Seymour R. Mayer have been named vice-presidents, and Maurice R. Silverstein has been made first vice-president.

In addition to his new duties in New York, Mayer continues as regional director of South and Central America and the Middle, Near and Far East. Lewis, who makes his headquarters in Paris, continues as regional director of Continental Europe.

Record Gross

U. A. Reports Record Net for First 6 Months

Earnings of $1,597,000 Surpass 1958 First Half

United Artists Corporation's net earnings for the first half of 1959 show a 21 per cent increase over the comparable period of 1958, it was announced yesterday by Robert S. Benjamin, chairman of the board.

UA's gross world-wide income for the first half of 1959 totalled $44,844,000, against $37,517,000 for the same period in 1958.

The record first-half net earnings for 1959 were $1,597,000, compared

(*Continued on page 2*)

20th Sets Showmanship Meetings Around U. S.

A series of area showmanship meetings across the United States will be held this month, as a result of the recently completed 20th Century-Fox national sales meeting, the company announced yesterday.

The first gathering will be held Monday in Chicago at the Sheraton-

(*Continued on page 7*)

Asks Amendments to Back State Censors

From THE DAILY Bureau

WASHINGTON, Sept. 9. — Senator Talmadge (D., Ga.) said the Supreme Court's decision permitting the showing of the film "Lady Chatterley's Lover" made necessary Constitutional amendments to strengthen state film censorship laws.

In a statement submitted at hearings today of two Senate Judiciary Subcommittees, Talmadge characterized the decision as "shocking and unconscionable," and said that as a result Congressional action was "urgently needed." Talmadge is a co-sponsor of two pending amendments aimed at strengthening state laws.

So. Carolina Exhibitors Back 'Local' Film, Financially and with Playdates

South Carolina exhibitors are supporting, both financially and through pledges of playing time, a movie about auto racing being made at South Carolina's famous Darlington Raceway, Sam L. Irvin, president of the Theatre Owners of North and South Carolina, a TOA affiliate, disclosed yesterday.

Irvin said the film, utilizing the $5,000,000 Darlington track as its locale, and 100,000 "extras" who were in the stands on Labor Day, will be produced and distributed by the Howco Exchange company, and will have its world premiere in South Carolina next February. All 100,000 "extras" he said, will be potential theatre customers.

South Carolina members of the bi-state TOA unit, met last Wednesday in Spartanburg to hear spokesmen for Howco and Darlington Films, Inc., outline plans for the film, which will star Rory Calhoun, be in Eastman

(*Continued on page 7*)

PERSONAL MENTION

MAX E. YOUNGSTEIN, United Artists vice-president, will leave here for the Coast on Saturday with his family for an extended stay.

•

HUBBELL ROBINSON, television producer, is in New York from Hollywood.

•

J. E. WATSON, local advertising representative for 20th Century-Fox in Cincinnati, will be in Louisville today and tomorrow for the Kentucky State Fair, where FABIAN, star of "Hound Dog Man," is making a personal appearance.

•

HARRY J. ABBOTT, president of IATSE, Local 307, the projectionists union in Philadelphia, is recovering from an operation.

Col. Executives Start Tour with London Fete

A. Montague, executive vice-president of Columbia Pictures, and Bernard E. Zeeman, vice-president and treasurer of Columbia Pictures International, will arrive in London today from New York to attend a dinner given by the Royal Naval Film Corp. in honor of industry executives. Lord Mountbatten, president of the Royal Naval Film Corp., will host the event, which will take place tomorrow aboard the H.M.S. Victorious in Portsmouth.

M. J. Frankovich, newly-appointed vice-president of Columbia, who headquarters in London, also will attend. Montague, Frankovich and Zeeman will leave on a tour of Columbia offices in England, France and Germany afterward.

Keegan Leaving Pathe News; Opens Own Office

Stephen F. Keegan has resigned as vice-president of Pathe News, Inc., in charge of advertising and public relations, effective at once. He will open his own publicity office here at 2 West 45th Street.

For over 40 Years Service and Quality has been Our Tradition.

Showmen all over America know they will get the best when they order

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Shor Reveals ACE Rift

(*Continued from page 1*)

creasing production he had taken issue with Si H. Fabian, ACE chairman, on several of the committee's actions.

Call for ACE Break

The tenor of Shor's remarks indicates that he will call for a break by Allied away from ACE, probably at the convention of the West Virginia, Indiana and Kentucky Allied units here next week. He is believed certain to have the support of some other dissident Allied officials but it is doubted that any conclusive action would be taken by the national organization prior to its next board meeting in the late fall.

In his correspondence released yesterday, Shor expressed dissatisfaction with efforts made by the ACE committee to increase production, outlining some of its actions while noting that it had been agreed that committee decisions "would not be publicized."

Organizations the Same

"But in view of what has happened since this meeting," he says, "I am more than justified in bringing the workings of A.C.E. and T.O.A. into the open. In my opinion the policy of these organizations are the same," Shor says.

He also complains that Fabian failed to reply to a letter sent him by Shor last February. In the letter Shor referred to a plan discussed by ACE's committee on increasing production which called for the raising of $5,000,000 annually from exhibitors who were to be given stock in return in a company similar to the Old First National. There would be no preemptive rights in the films made by the company.

Investment Opportunity

Shor said he asked that small exhibitors be given an opportunity to invest in the company in some manner. He said he opposed any method of dues collections by ACE, which he feared would lead to the destruction of existing exhibitor organizations. Shor said he also opposed retention of Bernard Segal as counsel for the committee because he was a "distributor attorney."

AB-PT Production

He notes that he was advised by Robert J. O'Donnell, representing Leonard Goldenson at the committee meeting, that Goldenson's American Broadcasting - Paramount Theatres company "was willing to produce more pictures." Shor wrote he "can't see why we don't move ahead with production through AB-PT at once."

U. S. Opening of Soviet Film Set Back to Nov.

From THE DAILY Bureau

WASHINGTON, Sept. 9.—Simultaneous premieres of the two first films to be shown under the Soviet-American film agreement will be held in Moscow and Washington on Nov. 10, instead of Oct. 20, as previously announced. The first Soviet film to be shown in the U.S., "The Cranes Are Flying," will be shown at the Dupont Theatre here at a benefit premiere sponsored by the wives of the U.S. Foreign Service.

WB Field Force At Studio Conferences

From THE DAILY Bureau

HOLLYWOOD, Sept. 9. — The first full-force meeting of the Warner Bros. field organization ever held at the company's studio starts tomorrow morning, following the arrival tonight of field men representing ten areas in the United States and Canada.

A two-day business and policy session, determined by executive vice-president Benjamin Kalmenson to assure expert handling of lineup of important films, will be presided over by William Brumberg, manager of field men and cooperative advertising.

U. A. Record

(*Continued from page 1*)

with $1,319,000 for the comparable period of the previous year.

96 Cents Per Share

The six-month net represents earnings of 96 cents per share on the 1,664,218 shares outstanding on July 4, 1959. This compares with net earnings of 79 cents per share for the first half of 1958, after adjusting the shares then outstanding to the number outstanding at July 4, 1959.

Herald Sessions

(*Continued from page 1*)

Crescent Amusement Co., District Theatres, Fabian Theatres, Fox Intermountain, Fox Midwest, Fox West Coast, J. P. Harris Theatres, Independent Theatres, Interboro Theatres, Interboro Circuit, Interstate Theatres.

Loew's Theatres, Neighborhood Theatres, Odeon Theatres of Canada, Paramount Theatre, N. Y., and Paramount, Brooklyn; Perakos Theatre Associates, Pioneer Theatre Corp., RKO Theatres, Randforce Amusement, Schine Circuit, David Snaper Theatres, Joseph Stern Theatres, Trans-Lux, Stanley Warner, Welworth Theatres.

Royster Asks High C To Clarify Bidding

From THE DAILY Bureau

WASHINGTON, Sept. 9.—Th preme Court was told today newly-appealed anti-trust suit g an opportunity to "discuss and the practice of competitive bid

The statement came from the ster Drive-In Theatres, Inc., op of the now-closed Peekskill T in Peekskill, N. Y. It is appealing court dismissal of its damage a junction anti-trust suit against A can Broadcasting-Paramount Th Inc., and eight major distributo

Charges AB-PT Conspiracy

Royster charged a conspira deny films to the Peekskill and t them instead to AB-PT's Para Theatre. A District Court dis the suit, and the Second Circuit of Appeals upheld the dismissal Supreme Court will not act on pe cases before Oct. 12, and action Royster appeal is unlikely.

The District Court found evi of a conspiracy from April 17, to May 15, 1950, but no eviden any conspiracy after that. It said petitive bidding later allowed b distributors terminated any consp that might have existed.

In its appeal, Royster said that the court found an initial conspir should have required the distrib to bear the burden of proof tha conspiracy did not continue. It argued that competitive bidding self was not enough to dissipat effects of a conspiracy where one tre is a small independent and other is a member of a large "Such an untenable holding is enough to warrant review by court," it asserted.

Protestant Commissi Presses Film Study

Despite the disavowal of Dr. R W. Spike, vice-chairman of the tional Council of Churches' Broad ing and Film Commission, of its Coast office committee's recent against sex and violence in films Commission stated it had docketed subject "for special consideration its next scheduled meeting here, 16-17.

A special committee was appoi it said, and "it was agreed that not further could be said officially b the next regularly scheduled me of the NCC's general board.

It added that "'off the record' cussions of the West Coast offic liaison with the film industry and possible direction Protestant a might take" was on the agenda o recent two-day meeting of the B staff, and will be on the agenda fo Commission's film committee me in mid-September and its execu committee on Oct. 6.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. F Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. H wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. M Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallag Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

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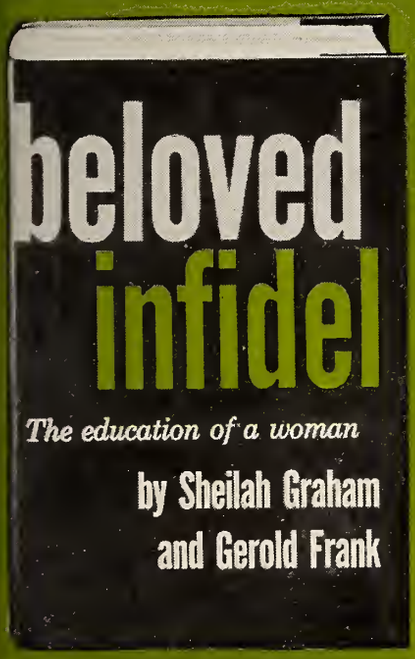

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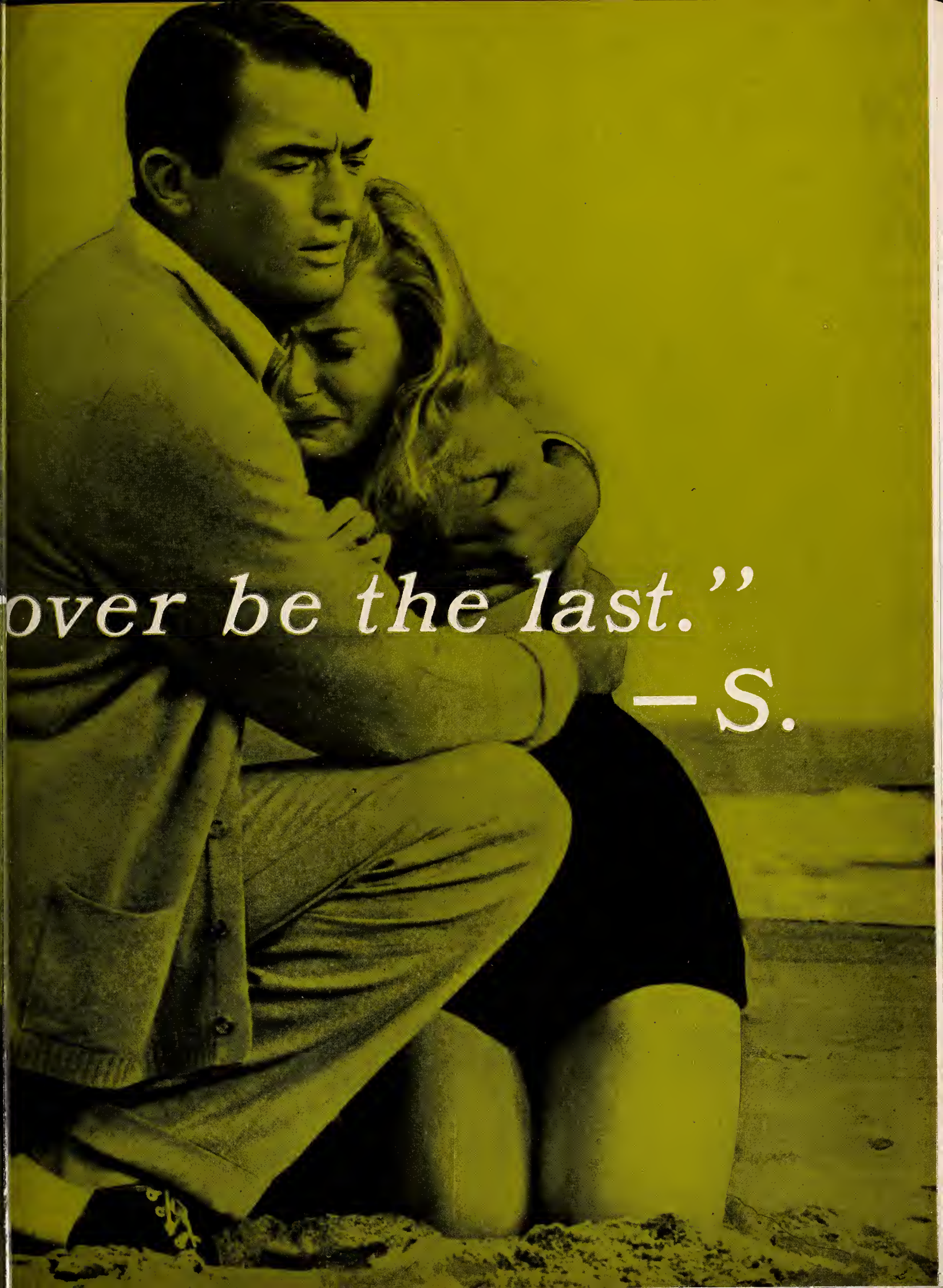
over be the last."
—S.

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BURT LANCASTER
KIRK DOUGLAS
And
LAURENCE OLIVIER
in
GEORGE BERNARD SHAW'S
"THE DEVIL'S DISCIPLE"

co-starring JANETTE SCOTT • EVA LeGALLIENNE
screenplay by JOHN DIGHTON *and* ROLAND KIBBEE
based on the play by BERNARD SHAW
by arrangement with the estate of GABRIEL PASCAL
directed by GUY HAMILTON
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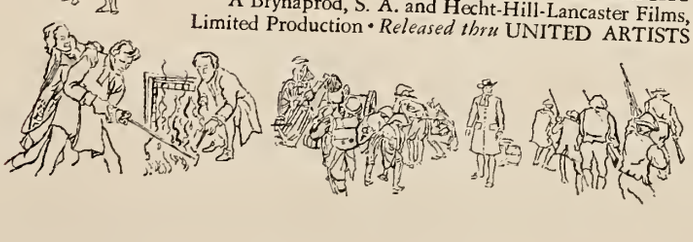


Television Today

'Today' Staff Realigned; Programming Expanded

With the "Today" show planning expansion of its programming in the 1959-60 season, a realignment of the "Today" production staff was announced by Jerry A. Danzig, vice-president in charge of participating programs, NBC-TV Network.

Eugene S. Jones, an associate producer, was promoted to program manager. He will be first assistant to producer Robert L. Bendick. Paul J. Cunningham, formerly managing editor, was advanced to associate producer. He has been an acting associate producer for the past two months. Norman Kahn, a segment producer on the NBC Radio Network's "Monitor," was transferred to the "Today" staff and named an associate producer of the early-morning program.

Bendick said that "Today" will broaden its areas of programming with the new Fall season. Beginning this month, the show will be taped in the late afternoon for presentation the following morning.

Rexall Stores Takes 26 1-Hour Shows in Detroit

DETROIT, Sept. 9. — One of the largest single TV buys in Detroit television history has been set. Rexall Drug Stores has purchased 26 one-hour programs on WWJ-TV starting 6:00 P.M. Sunday, Sept. 13.

Wilson Lloyd Cacharski, Inc., placed the order, the material will be the series of film dramas originally produced by Albert McCleery, for "NBC Matinee Theatre."

Who's Wher

Ed Sullivan, TV star and newspa columnist, has been elected to board of directors of J. J. Little Ives Co., Inc. The firm is engaged educational publishing, and has ne tiated a contract with Sullivan sponsor a series of high-fidelity p nograph records.

□

Charles H. Wasserman has b named staff director by MPO Tele sion, Inc. He will be active mai in the field of TV commercials, h will also be assigned to several of t other films that MPO is preparing

'Kraft Music Hall' Colorcasts To Start

Perry Como will start his fifth y of full-hour music-variety progra in a new day-and-time period wh he presents "Perry Como's Kraft M sic Hall" colorcast on the NBC-T Network Wednesday, Sept. 30 (9- P.M., EDT).

Guest stars on the season's p miere program will be spotlighted comedy, songs and dance. They w include Walter Brennan, star of TV "The Real McCoys"; vocalist Peg King; the singing Everly Brothe choreographer Jack Cole and h dancers; the recently "discharge GIs of Sgt. Bilko's platoon—Mauri Gosfield, Joseph E. Ross, Billy San and Herbie Faye; and The Hit Hikers quartet, recent winners in contest with 1,400 quartets co ducted by the Society for the Pr servation and Encouragement of Ba bershop Singing in America.

Picker's View

(*Continued from page* 1)

paign as "the biggest promotion campaign ever set up for the New York motion picture market." Pickman told the meeting, the first of a two-day "Samson" promotion conference set up for representatives of the 20 New York metropolitan area theatre circuits, that the campaign was specifically designed to surpass that of "Hercules."

'Jawbone of an Ass'

Borrowing from one of the feats of strength performed by Samson in the Cecil B. DeMille epic, Pickman urged the theatremen to figuratively use the "jawbone of an ass" in support of the Paramount campaign and smash their way to record grosses.

The meeting, marked by enthusiastic response from the circuits' executives and managers, heard Davis describe the all-new campaign from its giant, 9-foot lobby standees of the image of Samson, through a daily newspaper campaign featuring full-page display and color ads, morning-noon-night radio and television "spot" and trailer promotions, a spectacula R. H. Macy & Co. newspaper-display window-inside store tieup, and othe facets of the drive. Special television and theatre trailers, all pointing up the "strength and seduction" element of the film, were screened for the meeting.

Following a screening of the picture itself, Joseph Friedman, Paramoun exploitation manager, led a discussion of point-of-sale promotion ideas.

Harlem Theatre Suit Alleges Discrimination

Treble damages totaling approx mately $2,400,000 are asked by tw realty concerns involved in operatio of the Harlem Opera House, Man hattan, from 1954 to date, in an ant trust suit filed in U. S. District cou here yesterday.

Palher Realty Corp., operator of th house from 1954 to 1957, seeks $800, 000, and Unison Realty Corp., opera tor from 1957 to date, $1,600,00 Both allege discrimination in licensing

Blue Laws'

(*Continued from page* 1)

over Sunday movies until the State preme Court has had a chance to cide whether the 200-year-old "blue ws" are applicable to motion pic- res, attorney-general Dan McLeod nounced today that his office would eek to help the theatre people get a eedy decision on the issue."

By Several Routes

McLeod pointed out that the deci- n could come by one of several utes: by a decision in Spartanburg unty Court on a case pending there r many months, and a quick appeal the Supreme Court from that deci- n; by the Supreme Court's being lling to take the issue by way of iginal jurisdiction as it has the power do under its present rules; or by stitution of a new test case and ap- aling of the lower court's decision to e Supreme Court.

Conceivably, a conviction in a "blue w" trial such as those coming up in artanburg and Rock Hill this week, uld be the vehicle for taking the con- versy to the U.S. Supreme Court, king a ruling on a similar issue ught in some other state.

Never Ruled Definitely

Chester Ward, a member of the artanburg County Legislative Dele- tion and counsel for some of the area eatres, told the three-court tribunal sterday that one reason for the ap- rent unwillingness of juries to hand wn convictions in Sunday movie ses may be the fact that the state preme Court never has ruled defi- ely that the laws forbid them.

frikaans Exhibitors

(*Continued from page* 1)

o by du Plessis and his partners in e operation of several drive-ins in uth Africa in order to increase the w of independent product. He and s fellow directors have been in Lon- n, where they bought several pic- res, and are on their way to Los An- les and Tokyo to make further prod- t deals.

Serves 300 Members

The distribution cooperative, serving out 300 independent exhibitor embers in South Africa, is actively mpaigning with the Union govern- ent to have the present import duty two pence a foot removed and to bstitute a straight admission tax hich, they contend, would bring ore revenue. In addition, du Plessis confident that the market in his untry will be freer as a result of a esent governmental inquiry into ade practices, including block book- g and long term franchises under hich independent exhibitors must esently buy product.

A native Afrikaander, proud of his ehind the sheep" background, due essis got into the motion picture siness when he and three partners ilt a drive-in theatre, then new to e country, on a plot of land he ned in Pretoria.

Choose 'Best' As Hudson Celebration Attraction

Mayor Robert F. Wagner yesterday announced that "The Best of Everything," 20th Century-Fox drama filmed on location in New York, would be the official motion picture presentation of the New York City Hudson Celebration.

The Hudson Celebration will sponsor the world premiere showing of the Jerry Wald production Oct. 8 at the Paramount Theatre

Dana Post

(*Continued from page* 1)

ton, and the Saxon and Fitchburg in Fitchburg. In his new post, Dana is taking some of the burden off president Ben Sack and his general manager, Sam Richmond, so that Sack can devote more of his time to his copper smelting business.

Dana will divide his time between New York and Boston but will make his Boston headquarters at the Saxon Theatre.

"It is our intention to expand our list of theatres in the near future," he said in his office today. "We are considering strategic theatre spots all over the world," he added.

All First-Run

All the Sack Theatres will be first run with all but one equipped for roadshow engagements. The Beacon Hill, known as an intimate "art house" will not be devoted exclusively to art pictures but will show the best Hollywood and foreign films, according to Dana. Both the Saxon and the Gary have shown roadshow attractions and will continue to do so, while the Capri Theatre in the Back Bay will be closed around Thanksgiving time to have Todd-AO equipment installed for all attractions. Mike Todd Jr.'s "Scent-O-Vision" will play the Gary at Christmas, while "Ben-Hur" will be at the Saxon shortly after the New York opening.

'Local' Film Backed

(*Continued from page* 1)

color and wide screen, and will be based on the Southern 500 race which is held in Darlington every Labor Day, and draws most of the nation's leading race car drivers. Pledges to buy stock in the production and guarantee playing time were solicited from the exhibitors attending, Irvin said.

The endeavor is considered a unique example of local exhibitors capitalizing on a localized production which promises to be a good local boxoffice attraction, and thus help them combat the general product shortage. Irvin emphasized, however, that while the film will have particular South Carolina appeal, it will be released nationally.

"This is one example of something concrete being done to relieve the product shortage," he said, "and it deserves all the support we in South Carolina can give it from the exhibition angle.

Fox Meets

(*Continued from page* 1)

Blackstone Hotel. Attending will be more than 200 Midwest exhibitors who will be shown merchandising plans for 20th's product between now and the end of 1959.

The meetings were decided upon after exhibitors had requested further detailing of plans on several of the 20th releases which were revealed in the merchandising session held in New York as part of the 20th sales meeting last week.

Presiding at the initial meeting will be the branch managers of four of 20th's Mid-West offices: Robert J. Conn, Chicago; Jack Laurents, Milwaukee; Howard Kinser, Indianapolis; and W. C. Gehring, St. Louis.

Many to Attend

Among the many exhibitors expect- to attend will be George Kerasotes, president of TOA; Jack Kirsch, president of Allied States; David B. Wallerstein, Balaban-Katz; Dale McFarland, 4th Avenue Amusement Corp.; James Coston; Duncan Kennedy, Great States; Al Frank, Fox Wisconsin; Alex Halperin, Stanley Warner; and Ben Marcus, Marcus Theatres.

Among the merchandising representatives who will outline plans for the Fox product are Jay Emmet, whose special promotion organization is tieing-in with "Journey to the Center of the Earth"; Ben Cuff, special promotions director, Allied Stores, which are part of a tie-in for "The Best of Everything"; Chicago representatives of "Life" and "Look," who will discuss area cooperation on "The Blue Angel," and Robert Hirschberg, fashion advertising director for "Harper's Bazaar."

Detroit Without Papers; Theatres Take to Air

Special to THE DAILY

DETROIT, Sept. 9. — Detroit exhibitors again are resorting to local television and radio to reach prospective patrons with advertising messages as this city was without newspapers due to labor difficulties for the third time in less than four years.

A wildcat strike of 12 "Detroit News" pressmen yesterday which was not settled last night as had been expected, shut down that paper. A single edition of the "Times" yesterday was its last as pressmen on that paper remained away from work in sympathy with the strikers.

Wm. Hartman Dead; Veteran Film Booker

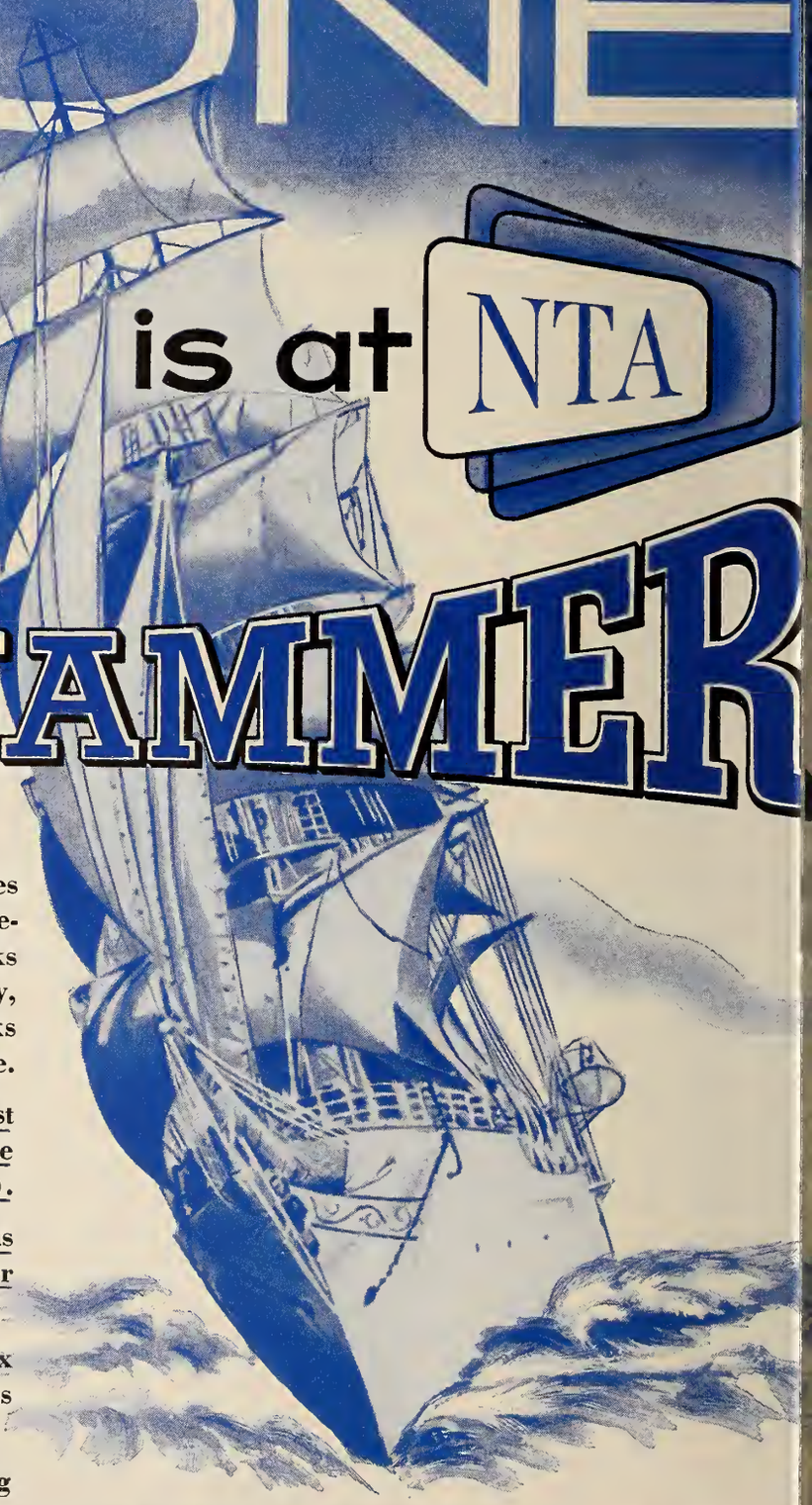
Funeral services for William Hartman, United Artists salesman of the New York exchange, were held yesterday at the Community Chapel, Brooklyn. Surviving Hartman, who died Monday at the age of 46, are his wife, Helen, and a daughter, Donna.

Now the BIG ONE is at NTA

We are proud
to announce
the first production
in
CINEMIRACLE

LOUIS DE ROCHEMONT'S WINDJAMMER

In Gorgeous **EASTMAN COLOR**



is now ready for road show engagements in key cities throughout the country after record breaking engagements of 36 weeks at Grauman's Chinese, L. A., 24 weeks Roxy, N. Y., 33 weeks Boston, Boston, 32 weeks Century, Minneapolis, 16 weeks Boyd, Philadelphia, 13 weeks Paramount, Seattle, 15 weeks Chicago Opera House.

Flash—Strand Theatre, Milwaukee reports biggest first week hard ticket gross in the all time history of the theatre (advance sale tops every previous attraction).

In the first handful of engagements WINDJAMMER has already amassed the amazing box office gross of over $6,000,000.

N.T.A. invites the nation's top showmen to set their box office sails and take advantage of the proven enormous power of WINDJAMMER.

Set your date now for an exclusive reserved seat long run in your territory.

Now available as part of your film deal...*new* wrap-around projection and sound system installed in your theatre by our engineers

Contact NTA PICTURES, INC.

LEONARD S. GRUENBERG, General Manager

COLISEUM TOWER • 10 COLUMBUS CIRCLE • NEW YORK 19, N. Y.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 86, NO. 51 NEW YORK, U.S.A., FRIDAY, SEPTEMBER 11, 1959 TEN CENTS

Miami

Allied Meeting Will Initiate Closed Clinic

rict Confidence Between chibitors and Panelists

Special to THE DAILY

MILWAUKEE, Sept. 10. — Allied tes will initiate an exhibitors' pri- e consultation clinic during its ee-day convention at Miami Beach c. 7. 7-9.

The consultation service will be in rge of a special panel consisting a small group of exhibitor leaders perienced in dealing with matters ncerned with film buying, print ilabilities and unfair trade prac- es.

The panel will be in session in a

(*Continued on page* 3)

0th-Fox Officials to hicago for Meeting

Martin Moskowitz, 20th Century- x assistant general sales manager, d Eddie Solomon, exploitation man- r, fly to Chicago this week-end to rdinate the first of a series of area wmanship meetings being held by company. The Chicago meeting l be held Monday at the Sheraton- ckstone Hotel.

Additional exhibitor response to the eting, which will encompass the icago, Milwaukee, Indianapolis and Louis exchanges, was announced lay. In addition to the exhibitors viously named, the following thea- men will attend the merchandising

(*Continued on page* 3)

arrison On Tour or Skouras Drive

Alex Harrison, 20th Century-Fox neral sales manager, leaves here to- v on the first leg of a six-week ss-country tour which will take n to each of the film company's 39 nches in the U.S. and Canada. He ll first go to Los Angeles, San Fran- co, Portland and Vancouver, before urning to Washington and a visit Eastern U.S. branches.

The purpose of Harrison's tour will

(*Continued on page* 5)

Theatre Ads Back As Detroit Papers Resume

Special to THE DAILY

DETROIT, Sept. 10. — The two-day "wildcat" strike of 12 pressmen on the "Detroit News" which left the city without newspapers for the third time in less than four years, was settled today. Detroit's two other dailies were halted when some of their pressmen stayed away from work in sympathy with the "News" strikers.

Local exhibitors had resorted to television and radio to reach the public during the strike, but theatre ads reappeared with the first editions to reach the streets today.

Enforcement of 'Blue' Laws on Local Basis

Special to THE DAILY

SPARTANBURG, S. C., Sept. 10.— According to District Judge C. C. Wyche of Spartanburg, dissolution of his temporary restraining order, effective Sept. 18, means that local officers could resume arrests of theatre owners for Sunday showings but representative lawyers throughout this area expressed doubt that they would do so,

(*Continued on page* 5)

French Film to Be Trailer for Itself

A unique trailer, utilizing the first 3½ minutes of unedited footage from the feature itself, will be the key to the advertising-publicity campaign be-

(*Continued on page* 2)

Israel Bond Group to Honor Industry Leader

A dinner launching the fall campaign in New York on behalf of State of Israel Bonds will pay tribute to Ira Guilden, chairman of the executive committee of Loew's, Inc., Wednesday, Sept. 30, at the Waldorf-Astoria Hotel here.

Guilden, who is also general chairman of the Greater New York Committee for Israel Bonds, will be honored for his service on behalf of the building of Israel's economic independence at the same time as other outstanding members of the film industry.

Special tribute will be paid to Barney Balaban, president of Paramount Pictures; Robert S. Benjamin, chairman of the board of United Artists; Albert A. List, head of Glen Alden,

(*Continued on page* 4)

Card to Europe for Eastman House Work

James Card, curator of Motion Pictures for the George Eastman House in Rochester, N. Y., will leave this week-end for Europe to participate in the annual congress of the International Federation of Film Archives, to be held in Stockholm.

Following the meeting, Card will visit film archives in Germany, Austria and France to arrange for the acquisition of additional historical motion pictures for preservation in the Eastman House study collection.

FIDO Prepares to Act Against U. S. Independent Said to Be Talking TV Film Deal with B.B.C.

By WILLIAM PAY

LONDON, Sept. 10.—Acting on a report that an American independent producer is negotiating a deal with the British Broadcasting Corp. for television rights to 15 to 18 American feature films at a price of around $2,800,000, the Cinematograph Exhibitor Association's general council has authorized its representatives on FIDO to implement any call for action against the producer involved.

A FIDO official confirmed that the producer concerned has been warned of the consequences should such a deal be consummated, namely, a boycott of all of the product of the producers included in the deal.

He pointed out that FIDO's strength was responsible for the decision of major British and American companies here to withhold their films from television.

The reported deal, he commented, could "undermine our organization and might possibly become FIDO's first big test."

The identity of the American producer involved was not disclosed.

Test Seen

Trade Watches Conciliation Use Closely

Sales Heads Report Little Action But Await Upturn

Top sales executives reported yesterday that the expected increase in exhibitor requests for conciliation has not yet been evidenced, and that only a few isolated cases have come to their attention. Exhibitor organization officials gave a similar report.

Nevertheless, both organized exhibition and distribution are confident that requests for conciliation will show a steady increase in number as exhibitor organizations explain the new attitude toward conciliation to their members and urge those in need to give it a fair trial.

In addition, major distributors are sending out notices to their branch managers alerting them to the recent

(*Continued on page* 2)

New Hellman Theatre For Albany Is Started

Special to THE DAILY

ALBANY, Sept. 10. — Construction by Neil Hellman of a 1,080-seat motion picture theatre adjacent to his Thruway Motel on Upper Washington Ave. here will be followed by the building of two more, similar in type, in other cities.

Ground has already been broken for the Albany house, which is expected to be ready by March. A world premiere of a picture will be held with

(*Continued on page* 4)

Kalmenson to London For Warner Conferences

Benj. Kalmenson, Warner Bros. executive vice-president, has arrived in London for conferences with Jack M. Warner, on company business. He is scheduled to return to New York by ship in about 10 days.

Warner, who has been abroad for the summer, will return here by plane next week, continuing to the West Coast later.

TELEVISION TODAY—page 4

PERSONAL MENTION

FRED ZINNEMANN left New York yesterday for Australia, where he will begin production of Warner Bros.' "The Sundowners."

•

FREDERICK LOEWE, of the Lerner & Loewe song-writing team, arrived in New York yesterday from London, via B.O.A.C.

•

ALAN V. ISELIN, head of Tri-City Drive-In Theatres, was in New York from Albany.

•

HELEN BOWER, movie reviewer of the Detroit Free Press, has been confined to her home because of illness.

•

FRANK GAUNA, account executive of the Framar Advertising Agency, will leave here today for Maine.

•

BILLY WILDER, producer-director, and screenwriter I. A. L. DIAMOND will arrive in New York Monday to scout locations for their upcoming, "The Apartment."

•

MARIANN UNGARSKY, of the Buena Vista exchange in Cleveland, has been married to TOM BASTA.

•

ALAN MINK, son of MAX MINK, managing director of the Palace Theatre, Cleveland, has announced his engagement to GLORIA LEIZLICK.

•

SUNNY WITZLING, assistant to BERT ORDE of "Redbook," has returned to New York from the West Coast.

MGM Sets Hall Record

Alfred Hitchcock's "North By Northwest" has grossed $946,046 at Radio City Music Hall here in its first five weeks, reportedly the highest total ever for a Metro-Goldwyn-Mayer release at the huge showcase. The sixth week started yesterday.

The Buzz that Builds Biz!
MR. HOLLYWOOD MOVIE BEE TRAILER
Contact your local
NATIONAL SCREEN SERVICE EXCHANGE

Trade Watches Conciliation

(*Continued from page* 1)

American Congress of Exhibitors-Motion Picture Association agreement to endeavor to provide aid for small, distressed theatres through conciliation. The notices are understood to contain instructions to branch managers to do everything possible to resolve deserving conciliation cases in their territory and to encourage reference to home offices of cases they are unable to conclude satisfactorily, as the industry conciliation machinery prescribes.

First Requests

Among the first conciliation requests received since the ACE-MPAA agreement was effected were those by Syndicate Theatres of Franklin, Ind., of which Trueman Rembusch, an Allied States national director, is an officer. Indications were that Syndicate had filed conciliation notices with the Indianapolis branches of most of the national distributors.

Since the conciliation procedure specifies that a branch manager must set a meeting date for the first Friday or Monday within seven days after receipt of a request for conciliation, the first meetings between Syndicate officials and Indianapolis branch managers will be held there today and Monday. Some distribution offices recalled that Syndicate had followed the same procedure immediately after the industry conciliation program was declared effective in November, 1957.

It was also reported, but could not be confirmed yesterday, that Harold Field, Minneapolis exhibitor, was among the first to file conciliation requests in that area.

The exhibitor and branch manager either can reach a conclusion in their initial meeting, or the branch manager must make a decision within 21 days thereafter. If no conclusion has been reached or if the exhibitor is dissatisfied with the proposed settlement, he is free to carry his case to the chief sales executive at the distributor's home office.

Every Possible Effort

One top sales executive emphasized that his organization will make every possible effort to see that conciliation accomplishes what is hoped for it. He warned, however, that much will depend on the sincerity of exhibitors making use of it.

"It is designed to help the small theatre that really is in distress," he said. "It would be unfortunate if theatres which do not qualify as distress cases sought to discredit conciliation by resorting to it selfishly. The result might well be that they would put relief out of reach of the deserving theatre, without gaining anything themselves."

Goldwyn 'Porgy' Press Unit Here Is Dissolved

Completing his six months' assignment as director of the Samuel Goldwyn unit at the Columbia Pictures home office for the world premiere and first series of engagements of "Porgy and Bess," Alfred H. Tamarin will resume with his own public relations firm, being set up at 60 E. 42nd St. here. He will also continue as consultant for the coming series of "Porgy and Bess" engagements, according to Jonas Rosenfield, Jr., Columbia executive in charge of advertising-publicity.

Lou Gerardd, Tamarin's assistant in the Goldwyn unit, will leave today to become director of the special unit for Stanley Kramer's "On the Beach."

Col. Reports Big Grosses

Columbia's "Have Rocket, Will Travel" and "The Legend of Tom Dooley" grossed a "sensational" $70,000 in their opening day at 27 theatres on the Loew's circuit and 16 other houses in the metropolitan area on Labor Day, it is reported. The same company's "The Tingler" piled up a "huge" gross of $22,200 in its first week at the Pilgrim Theatre, Boston. At the Brooklyn Paramount, "Middle of the Night" grossed $36,600 for its first week.

French Film

(*Continued from page* 1)

ing devised for the French-made "Nude in a White Car," Richard Brandt, president of Trans-Lux Distributing Corp., told the trade press here yesterday at a screening of the footage in question.

The film, which is to be released in in US. in both dubbed and titled versions towards the end of the year, is described by Brandt as "a high class suspense thriller in the vein of 'Diabolique'."

"We hope to set a precedent," said Brandt, "by letting the picture speak for itself. This is what we are calling the 'honest sell'." The picture stars Odile Versois, Marina Vlady and Robert Rossein, who also wrote and directed. The selling campaign on the film is due to get underway within the next several weeks.

Heineman to Montana

William J. Heineman, United Artists vice-president and domestic distribution head, will leave here next Wednesday for Chicago and from there will go to Montana for a week or 10 days of hunting, thus keeping to a practice which he has observed for many years.

Tisch Hotels Adds M... Loew's Theatres Stoc...

From THE DAILY Bureau

WASHINGTON, Sept. 10. — T... Hotels, Inc., bought 45,300 share... Loew's Theatres common stock ... ing July, boosting its holding to 3... 400 shares.

This was reported in the la... Securities and Exchange Commis... listing of trading in film comp... stocks by officers and directors.

Nathan Cummings bought 1,... shares of Loew's, Inc., common, ... total holdings of 57,550 shares.

Carter Increases Holdings

Victor M. Carter bought 249,... shares of Republic Pictures C... common, increasing his holdings ... 347,720 shares. Associated Mo... Pictures Industries sold its en... 216,349 shares, Douglas T. Yates s... all the 4,277 shares he held in ... own name and the 207,739 shares ... owned through Tonrud, Inc. Herl... J. Yates sold his entire 74,469 sha... and Sidney M. Davis sold his en... 500 shares. Associated Motion P... tures Industries also sold all ... 29,600 shares of $1 cumulative c... vertible preferred it held. Two C... ter-controlled companies each ... ported buying 14,800 shares of ... preferred—Metalsmith's Inc., incre... ing its holding to 15,200 shares, wh... Holmes Manufacturing Co., Inc., h... only the 14,800 shares.

Universal Buys Decca

The report showed Universal P... tures acquiring another 12,200 sha... of Decca Records stock, for a total ... 241,700 shares.

B. Gerald Cantor acquired 2,6... shares of National Theatres comm... in his own name and 1,900 shar... through Cantor, Fitzgerald and C... He owns 105,000 shares in his ow... name and 30,000 shares through c... porations he controls. Ely A. Lando... acquired 2,500 shares for a 7,5... total.

George K. Gould reported that ... March he exchanged his entire 9,4... shares of National Telefilm Associat... common for securities of Nation... Theatres. Albert Zugsmith boug... 1,000 shares of Allied Artists Pictur... common for a total of 94,800 share... while George N. Blatchford acquire... 700 shares, his entire holding.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
CARY GRANT EVA MARIE SAINT JAMES MASON
in ALFRED HITCHCOCK'S
"NORTH BY NORTHWEST"
An M-G-M Picture in VistaVision • Technicolor®
and GALA NEW STAGE SPECTACLE "SUMMER FESTIVAL"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke... Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Holl... wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4... Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio... Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100... Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher... Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea... as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon... class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

Alex Harrison, general sales manager of 20th Century-Fox, will be the ncipal speaker at Michigan Allied's ıvention luncheon at the Statler lton Hotel, Detroit, on Sept. 24.

□

Samuel Bronston, producer of the ırner Bros. release, "John Paul nes," was presented the Meritorious blic Service Citation by United tes Secretary of the Navy William Franke this week at a ceremony in Pentagon building, Washington, C.

□

Al Morgan, after 20 years with Mcndon Theatres in Alabama and rida, has resigned to enter busis in his home town of Milton, Fla., l has been replaced by Phil Richson.

□

Marie Allen, secretary with the ited Artists exchange in Atlanta, resigned to become a stewardess Delta Airlines.

□

Elliott H. Newcomb has been apnted administrative assistant to the sident of Encyclopaedia Britana Films, it was announced by the er, Maurice B. Mitchell. Newcomb formerly with the Dictaphone p.

□

Frank Manente, formerly manager Loew's Stillman, Cleveland, has ed the independent General Thea- Circuit in that city as manager of Detroit Theatre. He succeeds Ray rault.

□

Marie Flynn O'Neil has returned to MGM exchange in Cleveland after absence of 16 years devoted to ne-making and bringing up her now aged 13.

□

en Hershberg, manager of the t Side Drive-In, first outdoor thea- built in the greater Cleveland , recently gave away prizes to brate the theatre's 22nd anniver- . The theatre operates all through year.

□

Charles Isenberg has been apted story editor for Drexel Films p. and Drexel Pictures Corp., it announced by Charles D. Reeves, utive vice-president of both com- es. Isenberg has been a writers' nt for seven years.

□

erwyn Marland Severy, an asso- research engineer at the Uniity of California at Los Angeles, been named recipient of the So- of Motion Picture and Televi- Engineers' Journal Award for the outstanding paper originally pubd in the SMPTE Journal during 3. The paper was titled "Photohic Instrumentation for Collision ry Research."

□

William Moclair, general manager ne Fox Theatre, Philadelphia, has resigned. He explained that he had been given a leave of absence from National Theatres to stay on at the Fox when it was recently taken over by the Milgram chain.

□

Charles Poorman has joined the Claude Schlanger Circuit as manager of the newly-acquired Starlite Drive-In, near Quakertown, Pa.

□

Fergus Martin, veteran Famous Players employee, has been named administrative assistant to E. E. Fitzgibbons, president of Trans Canada Telemeter. A. E. Brown will be the company's program director.

□

Charles Ramage, 36-year veteran of the MGM branch in Vancouver, has been retired, and has joined West Coast Booking Associates, also in Vancouver.

□

Harry Joyal, Winnipeg branch manager for Sovereign Film Distributors, has been promoted to Western Canada supervisor of branch operations.

REVIEW:

The Crimson Kimono

Columbia

HOLLYWOOD, Sept. 10

USING THE framework of a murder mystery, Samuel Fuller has written, directed and produced a daring piece of screen entertainment which has big commercial possibilities. Its box-office reaction will depend on the "get behind it" effort to tell the public that here is a powerful drama of human emotions created by years of racial differences, in which two Korean wartime buddies, one white, the other Japanese, both American, now working together as a team of detectives, fall in love with the same white girl, Victoria Shaw.

For the first time, an American film tells a story in which a Japanese boy wins the white girl. Fuller makes his bid for the climactic justification by projecting his philosophy that many of us are governed by the expressions we see on another's face when we should be following the dictates of our hearts.

James Shigeta, a handsome Japanese-American, springs into the star orbit with his film debut. His night club engagements and recent appearance on Dinah Shore's TV program as a singer have paved the way for his acceptance as a topnotch entertainer; but Fuller has showcased his dramatic ability in this one.

Word-of-mouth will do much to influence the film's grosses, since Shigeta's clean-cut appearance will temper the shock of the fadeout kiss and the ultimate Japanese boy-American girl relationship.

Glenn Corbett is another handsome newcomer who makes his film debut in this one. He portrays, with authority, the role of Shigeta's teammate, who makes no bones about the breach in their relationship when he learns his girl and Shigeta are in love with each other. He makes it clear, however, that the breach is not due to any racial conflict.

Fuller's direction is exciting, unconventional and geared for realism. He takes his camera into the little Tokyo section of Los Angeles for much of the action and authentic backgrounds. His direction is further complemented by Sam Leavitt's expert camera eye, and a stirring musical score by Harry Sukman.

Fuller's screenplay is built on the murder of Gloria Pall, a burlesque stripper, with Corbett and Shigeta assigned to find the murderer. Going on the clue of a painting featuring a crimson kimono, the team of detectives gets to know Miss Shaw the artist. Her memory sketch of the man who commissioned her to do the painting helps trap the killer, a jealous female. Japanese sword games, Judo and realistic fight sequences directed by Fuller add color to the offering.

Anna Lee, Paul Dubov and Jaclynne Greene are also featured in the film.

Running time, 81 minutes. General classification. Release, September.

SAMUEL D. BERNS

More Showmen Hear Par. Campaign Details

Paramount's promotion campaign for the re-release of "Samson and Delilah," outlined yesterday at the company's home office to representatives of 19 metropolitan area circuits, was termed a "successful formula," and an "important stimulus" by exhibitors present.

Could Set Precedent

Jerry Pickman, Paramount advertising - publicity vice-president, in explaining the campaign to the exhibitors predicted that if the promotion effort succeeded exhibition could look for additional re-release campaigns from distribution.

Pickman made it plain at yesterday's meeting that he foresaw no "flooding of the market with reissues" in consequence of a "Samson" success; but what he would anticipate was "big, important campaigns for motion picture classics of the past."

Fox Meeting

(*Continued from page 1*)

discussions: Harry Lustgarten, Balaban and Katz; Duncan Kennedy, Great States; Alex Manta, Indiana-Illinois Theatres; Eddie Silverman, Essaness Theatres; and Julian Silverstein, Essaness Theatres.

Also, Ralph Smith, Essaness Theatres; Si Griever, Griever Booking Agency; Arthur Schoenstadt, Schoenstadt Theatres; John and Aaron Jones, McVickers Theatre; Sylvan Goldfinger, Loop Theatre; and Harry and Elmer Balaban, H&E Balaban Theatres.

Also, Al Frank, Fox-Wisconsin Theatres; Harry Mentz, Stanley-Warner; Rex Carr, Y&W Circuit; Bob Jones, Affiliated Circuit; John Doerr, Alliance Theatres; Harry Arthur, Fanchon & Marco; John Menardi, Fox Midwest; I. Weinshank, Great States Theatres; and James Frescina, Frescina Theatres.

Remodelled Ohio House Reopens with Party

Special to THE DAILY

HAMILTON, O., Sept. 10—A dinner for 25 invited guests marked the opening of the newly remodelled theatre, The Court, here, last week. Formerly the Rialto, the house seats 1,000. Its current attraction is "Anatomy of a Murder."

Completed Without Closing

Participating in the opening ceremonies were Woodrow Praught, president of United Detroit and Northio Theatres; Gil Green, general manager United Detroit-Northio; Thomas Byerle, film buyer; Donald Hicks, Paramount Pictures branch manager at Cincinnati; Rufus Shepherd, manager of the theatre, and Mayor Beckett of Hamilton. Remodelling of the theatre was completed without closing.

Orrin Judd, Ex MMPTA Albany Aide, in New Post

Special to THE DAILY

ALBANY, Sept. 10.—Orrin G. Judd, solicitor general of New York State from 1943 to 1946, and later as a member of a New York City law firm, representative for a time of MMPTA in legislative matters at Albany, is chairman of the three-man advisory council which will help administer the state's new labor law. Judd was appointed recently by Governor Nelson Rockefeller for a three-year term.

Convention Clinics

(*Continued from page 1*)

private consultation room for two hours on each of the three convention days to hear exhibitors' problems.

The private consultations will be held in strict confidence between the panel and the exhibitor, it was stated. After consultation, the panel will come to a conclusion on each problem, and will offer a plan for its solution.

NTA Sets Three-Day Meeting in New York

A three-day convention to be attended by members of both major sales divisions of National Telefilm Associates, Inc. (NTA) will take place in NTA's New York headquarters in the Coliseum Towers, Sunday, Monday and Tuesday, Sept. 13-15, it was announced yesterday by Harold Goldman, president of NTA International, and Michael M. Sillerman, president of NTA Program Sales. The meeting will be devoted to discussions of sales plans and current conditions in national, regional and local station areas as well as workshop sessions and clinics. Addressing the Monday morning joint session will be NTA's top executives—Ely A. Landau, chairman of the board; Oliver A. Unger, president; Mr. Goldman and Mr. Sillerman. The afternoon sessions will be devoted to departmental discussions.

CBS Signs McCleery To Long Term Pact

Albert McCleery has been signed to a long-term exclusive contract as a producer with the CBS Television Network, it was announced yesterday by Oscar Katz, vice-president, network programs.

Known For Dramas

Known for such dramatic series as "Cameo Theatre," "Hallmark Hall of Fame" and "NBC Matinee Theatre," McCleery has been a producer-director and executive producer at NBC for the past 10 years. In his new post at CBS, he will report to Michael Dann, vice-president, network program, New York.

'Troubleshooters' On NBC-TV Tonight

"The Troubleshooters," a United Artists Television presentation, makes its network bow tonight via NBC at 8 P.M. The outdoor adventure series of 39 half-hour programs is a Meridian Production, produced by Frank P. Rosenberg for executive producers John E. Gibbs and Richard Steinberg.

Sponsored nationally by Philip Morris, "The Troubleshooters" is one of five series on UA-TV's present schedule. Starring in the series are Keenan Wynn and Bob Mathias.

Signed for Benny Shows

Ralph Levy has been signed as producer-director of the four hour-long Jack Benny specials on the CBS Television Network during the 1959-60 season, and Seymour Berns will produce the "Jack Benny Program," it was announced by Irving A. Fein, president of J&M Productions.

Kirkland Prepares Film

ATLANTA, Sept. 10. — George M. Kirkland, president of International Sound Films, has just returned here from Puerto Rico, where he directed a film for the Waterman Steamship Corp. for TV release later this year.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

FAIR exchange is no snobbery and TV, together with its older brother Radio are keenly aware of this. Down in Washington, D.C. Milt Grant left station WOL for a berth at WTTG where his daily "teen age hops" have made him one of the most popular TV figures in town. Milton Q. Ford WOLlked into Grant's vacated spot from WMAL and likewise became one of the most-listened-to radio personalities in the area. Last month Grant added a radio sked to his duties by taking on a regular evening disk jockey stint at WWDC and again Milton Q. made his move; keeping his lucrative post at WOL, he added a weekly TV series of his own over WTTG. . . . After 2 years as co-host with Bess Myerson of "The Big Payoff," Bob Paige is in line for another across the board TV quizzer for Colgate. . . . The multi-talented Merv Griffin will again sub for vacationing Bud Collyer on the "Beat the Clock" TV'er. . . . The Jimmie Franklins (he's prexy of Shamrock Music Pub. and co-writer of the clever ditty, "The Piano Teacher Song,") are expecting a visit from Sir Stork next month. . . . The listenable and effective Progressive Jazz you'll be hearing in Screen Gems' forthcoming telefilm series, "Stakeout," is from the extensive music library of the Ross-Gaffney firm. . . . Prolific Lester Cooper, scripter of the "Eye on New York" TV CBSeries, was the youngest writer on the Warner Bros. lot at the age of 20. His documentary, "A Day Called X," telecast several times over CBS is rated one of the finest "civil defense" stories ever penned.

☆ ☆ ☆

Quite a story behind the story of "Pay or Die," the Mafia expose, which Allied Artists will produce with Ernest Borgnine as star. Written by vet foreign correspondent Burnet Hershey (he used to write movie shorts for Warner Bros.) the story appeared back in 1948 in "This Week" and later was reprinted by "Readers Digest." Acquired by the King Brothers, it was moth-balled for "Dillinger" and again shelved when MGM released "Mafia" with Gene Kelly. Richard Wilson, who directed, "Al Capone," will make "Pay or Die." . . . Edward Joy-Diana Green Productions, thru General Artists Corp., will offer Andy Williams and an array of Broadway and Hollywood talent in "Music from Shubert Alley," for Sinclair Refining Co., on Friday, November 13, (10-11 P.M.) as an NBColorcast. Nick Vanoff, producer of the "Dave King Show" will be producer. . . . Ace sportscaster Chris Schenkel will team up with another champ to describe the action of the Giants-Bears pre-season football game which will be telecast Friday over CBS-TV. . . . Sotto voce to Jack Paar: One of the most gifted of writers, Larston D. Farrar ("Washington Low-Down") is having his newest tome, "Successful Writers and How They Work," published next week by Hawthorne. His ken of people and events in the Nation's Capitol, his keen wit and down-home philosophy make him a natural guest for your show. . . . Business has been so good lately at J. F. Film Service (film and TV editing) that they've just taken much larger quarters at 45 W. 45th St. . . . Bob Wells, who will produce a 90-minute music special, "A Toast to Jerome Kern," TVia NBC, Tues., Sept. 22, opines that it would take more than 51 hours to play the 112 complete Broadway and Hollywood musical scores cleffed by Kern. . . . Bette Davis will be seen as "Ella Lindstrom" (mother of 7 children) in next week's "Wagon Train" episode. . . . Those responsible for the colorful and interesting film presenting the forthcoming season's new line-up rate NBCongratulations.

Bond Group

(*Continued from page* 1)

RKO Theatres' parent company, and the noted entertainer, Sophie Tucker. All are Trustees of Israel, those who have purchased $10,000 or more in State of Israel Bonds in a single year.

Dinner chairmen for the tribute to Guilden and the others are Samuel Lemberg and Milton Weill. In announcing the affair, the chairmen paid homage to the untiring leadership provided by the members of the entertainment industry and expressed confidence that "the Israel Bond drive will once again serve as a means through which we can display as practical idealists our faith in Israel."

Settle Operators' Strike

CAMDEN, N. J., Sept. 10.—Labor difficulties with the projectionists union, which were followed by a strike of 14 weeks, have been settled by the management of the Stanley Theatre here. The house continued operations during the strike, despite picketing.

FCC Forbids Usage Of TV 'Teaser' Ads

From THE DAILY Bureau

WASHINGTON Sept. 10. — Federal Communications Commis today refused to permit the us "teaser" announcements for fu broadcast commercials.

FCC rules require all comme announcements to identify the p uct and sponsor. The National A ciation of Broadcasters had asked these rules be relaxed to pe "teasers," short announcements w use slogans or catch-phrases to ar interest in a later announcement, which frequently omit the name the product or sponsors involved. Commission said it would not b the public interest to permit thes

Ross to President Of Lawrence (Can.)

John T. Ross, executive vice-pr dent of Robert Lawrence Product (Canada) Ltd., will become presi of the company on October 6, it been announced by Robert Lawrence, president of the New Y company of the same name.

The effective date of the appo ment coincides with the opening the new Toronto studios of the L rence company, a producer of t vision commercials. A record volu of $500,000 in commercials will produced by the Canadian comp in 1959, Lawrence reported.

AIP Record Album

HOLLYWOOD, Sept. 10.—The m sical score for American-Internation "Goliath and the Barbarians," writ by Les Baxter, will be the subject AIP's first record album, to be ma available in monaural and stereo v sions and released at the same time the film in November.

New Albany Theatre

(*Continued from page* 1)

the Governor, other state officials a the Mayor among the guests.

Cost of the local theatre is e mated at $400,000. It is to equipped with 70mm projectors, pu back chairs and other new accout ments, including a sunken cof lounge. The house will be adaptal for all types of product, according Hellman.

Sidney Patterson, of Patterson, N is the architect; Leon Einhorn, Albany, the associate. Builder is He man Enterprises.

Irwin Ullman, who left the Fabi organization last June to direct He man's Lincoln and Andalusia dri ins, will supervise the new four-wa er. Alan V. Iselin, son-in-law of He man and operator of three area dri ins, will have over-all supervision.

Terry Turner Named

Terry Turner has been appoint to handle special television and rad saturation campaigns for Continent Distributing's exploitation combin tion, "Blitzkrieg" and "Breakout."

:cure Tax Relief)r Concessionaires

Special to THE DAILY

COLUMBUS, Ohio., Sept. 10.—The ependent Theatre Owners of Ohio announced to members that it has n able to secure a decision from the e's Department of Taxation which reflect "definite benefits to conces- operators throughout the state." .B. 376, effective July 1, 1959, nging the law affecting vendors, now been defined as follows: "If a arate corporation operates the con- ion in a theatre, they are not liable the three per cent sales tax on ıs sold." This does not include s where the theatre provides chairs tables for the consumption of ıs sold.

A's 'Hypnotic Eye' es 'Hypnovision'

Hypnovision," a new production cept said to integrate the audience ramatic action without resorting to tographic illusion, will be intro- ed for the first time in Allied sts' "The Hypnotic Eye," which now before the cameras, pro- er Charles B. Bloch has announced. Bloch explained that "Hypnovision" sists of utilizing recognized phe- ıena of applied psychology supple- ted by music written under the ction of a psychologist, its basic hm keyed to cross "the delta range ıe brain wave cycles and so induce ceptive state."

emphis Censors OK ady Chatterley'

Special to THE DAILY

MEMPHIS, Sept. 10.—"Lady Chat- y's Lover" opened at the Ritz atre here today without being cut ensors, although angry words were anged.

oday's morning newspapers said l censors had ordered the film cut, later editions reported that thea- attorney William Goodman had ressed upon the censors that Mem- is still part of the Union and ect to the opinion recently hand- down on the controversial film by U.S. Supreme Court.

ila. 'Porgy' Benefit

HILADELPHIA, Sept. 10. — The l premiere of "Porgy and Bess" at Goldman Theatre here on October ll benefit the Deborah Hospital at vns Mills, N.J. The Philadelphia Henry Baranblatt Chapter of the ital has taken over the entire e for the premiere.

rs. John Dumestre

TLANTA, Sept. 10. — Mrs. John Dumestre, widow of the owner of Southeastern Theatre Supply Co., killed instantly in an automobile dent recently. Her daughter, Mrs. ard E. Lewis, was also injured ıe crash, and died late Sunday in ivate hospital.

REVIEW:

Web of Evidence

Allied Artists

HOLLYWOOD, Sept. 10

TOP NOTCH PERFORMERS, a good story and Jack Cardiff's direction turn this into an absorbing murder mystery. Van Johnson and Vera Miles are the two American names enlisted for this British-made Georgefield Production, receiving capable assists from Emlyn Williams, Bernard Lee and Jean Kent in co-starring roles.

Producers Maxwell Setton and John R. Sloan favored Ken Taylor's screenplay with a good music score by Douglas Gamley to add to the flavor of their production.

Based on the novel, "Beyond This Place," by A. J. Cronin, Kenneth Hyde's screen adaptation establishes Van Johnson's early, happy childhood relationship with his father, Bernard Lee, which comes to a sudden halt when Lee is found guilty of murdering a "good-time girl" allegedly bearing his child.

The story takes leverage when Johnson, now a grown man, raised in America, returns to England to pursue the belief his father is paying for another man's crime. His determination to re-open the 20-year-old case causes Ralph Truman, Lee's prosecutor, much concern for his chances in a coming Parliamentary election. Despite Truman's attempts to get Johnson out of the way, Van is able to track down key witnesses and a piece of evidence which pins the crime on Emlyn Williams, a shipping magnate, whose petition changed Lee's death penalty to one of life imprisonment.

Lee's performance as an embittered convict, ready to "live it up" after being released for a crime he did not commit, is outstanding.

Integrated in Johnson's campaign for justice is an interesting romance with Vera Miles, a librarian who helps him with his problem by bringing in a newspaperman, Leo McKern. McKern, whose newspaper champions Lee's release from prison, discloses to Van that Miss Miles fears his reaction to their potential romance if he should learn that she was once raped during her teens. Van dispels her fears on their future happiness. Running time, 88 minutes. Adult classification. Release, in September.

S. D. B.

Harrison's Tour

(*Continued from page* 1)

be to implement the Spyros P. Skouras sales drive, which runs from now until December 26. The sales executive will meet with branch and regional advertising - publicity managers in each city to discuss progress reports on the drive and ways and means to efficiently aid the campaign.

Mitchum Will Tour For UA's 'Country'

Robert Mitchum, who stars with Julie London in United Artists' "The Wonderful Country," will make a cross-country promotion tour keyed to the September saturation booking of the motion picture in over 200 theatres.

Mitchum, who kicks off his tour in New York September 21st, will visit Pittsburgh, Detroit, Chicago, St. Louis, Denver and Los Angeles. In each of these cities, an intensive program of TV and radio appearances, interviews by top newspaper columnists and personal appearances has been arranged. The campaign for "The Wonderful Country" also includes heavy cooperative advertising, a major book promotion, contests, displays, and merchandising tie-ups. In each city he visits, Mitchum will cooperate in these promotions.

Schine Eliminates Post Of Albany Area Booker

Special to THE DAILY

ALBANY, Sept. 10. — The position of Albany exchange district booker for Schine Theatres has been eliminated. Dick Dickerson, who filled it during recent years, has left the circuit, according to word received here from Gloversville, circuit headquarters. Elimination of the job was an economy measure. Dickerson had been with the chain for 15 years.

Bill Kraemer head booker, has taken over the Albany district assignment, exchangemen report.

M-G-M 'Stars' Reissue Doing Well in South

Tests of a reissue of "Stars in My Crown" in the Charlotte, N.C., area having proved highly successful, the company has set a similar saturation for Memphis beginning Sept. 15.

Topping New Releases

Reports from 19 theatres in the Charlotte territory showed the film doing some of the best business of the year, topping many comparable new productions of recent years, according to Jack Byrne, M-G-M vice-president and general sales manager.

First Meeting of All W.B. Field Men Starts

From THE DAILY Bureau

HOLLYWOOD, Sept. 10. — The first full-force meeting of the Warner Bros. field organization ever held at the company's studio in Burbank, is under way there, with fieldmen from 10 areas in the United States and Canada participating.

The two-day session, which will wind up tonight, is being presided over by W. W. Brumberg, manager of fieldmen and cooperative advertising. It is dealing with the pictures which Warner Bros. will release during the fall and winter under policies determined by Benj. Kalmenson, executive vice-president, to assure specialized handling for each film.

Many Campaigns Discussed

The fieldmen include: Frank Casey, Chicago; Al Dubin, Toronto; George Fishman, Washington, D.C.; Floyd Fitzsimmons, Boston; Kevin Genther, Dallas; Herbert Pickman, New York; Don Walker, Kansas City; J. D. Woodard, Atlanta; Willard Coghlan, Seattle, and Max Bercutt, Los Angeles.

Campaigns discussed include those for "The FBI Story," "Look Back in Anger," "A Summer Place," "The Miracle," "Cash McCall," Jack Webb's "30" and "The Boy and the Laughing Dog."

Speakers during the meetings include Wolfe Cohen, Bernard Goodman, Bill L. Hendricks, Larry Leshansky, Ed Hinchy, Gil Golden, Bill Rice, Dick Lederer, Carl Schaefer and Ernest Grossman.

'Blue Laws'

(*Continued from page* 1)

especially in view of the reluctance of juries to convict in the cases brought so far, according to Representative Chester Ward, a member of the Spartanburg County legislative delegation and counsel for some theatres here.

Rule of Comity

In withdrawing the injunction against enforcement of the "blue law" against Sunday movies in Spartanburg, Greenville, Anderson, Darlington, Greenwood and Cherokee counties, Judge Wyche said the federal court recognized the rule of comity between courts which says a higher court does not consider matters still at issue in a lower court.

Meanwhile, theatre operators plan to take a case pending now in Spartanburg County Court directly to the State Supreme Court.

Raises Constitutional Questions

The case in question was brought last fall against Robert B. Talbert, manager of the Carolina Theatre here. It raises the constitutional questions in the now-suspended federal case.

'Tough' Opens Wed.

United Artists' "Cry Tough" will open Wednesday, Sept. 16, at the RKO Palace Theatre on Broadway.

WORLD PREMIERE

Paramount, San Francisco

THE CRIMSON KIMONO

"JAMES SHIGETA IS OUR NEXT BIG RAVE! EXCELLENT IN 'THE CRIMSON KIMONO'...INTRIGUING COMBINATION OF LOVE STORY AND MURDER WITH MELODRAMA TAKING OVER IN BIG WAY!"

LOUELLA PARSONS

Passion killer's first victim...

Who will be next...?

Gals flip over these new guys!

VICTORIA SHAW · GLENN CORBETT · JAMES SHIGETA

Written, Produced and Directed by SAMUEL FULLER

A GLOBE ENTERPRISES PRODUCTION

from Columbia!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 52 — NEW YORK, U.S.A., MONDAY, SEPTEMBER 14, 1959 — TEN CENTS

$4.04 Per Share

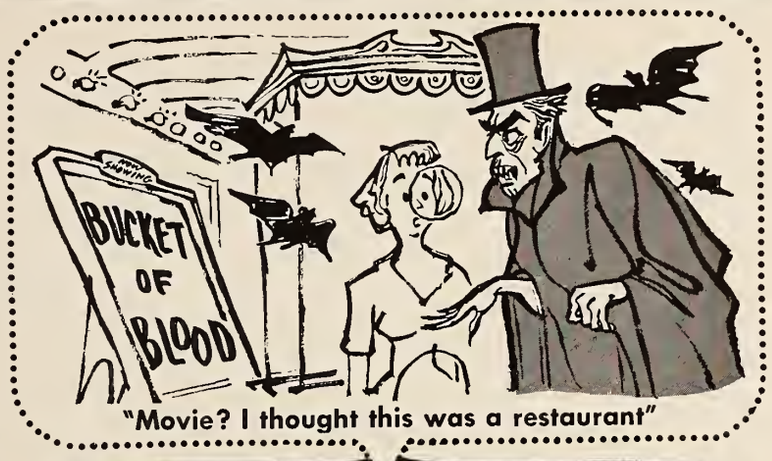
Univ. in Black For 39 Weeks Of Fiscal '59

Studio Sale Proceeds Big Factor in the Turnabout

Universal Pictures Company on Friday reported a consolidated net profit for the 39 weeks to Aug. 1, 1959, of $3,772,036, after Federal income taxes of $450,000 on ordinary operations. Included in the above figure is $3,667,387 net of taxes, resulting from the sale of the studio. After providing for dividends on the preferred stock such profit amounted to $4.04 per share on 899,802 shares of common stock outstanding, excluding shares in the treasury of the company at Aug. 1.

For the 39 weeks ended Aug. 2,

(*Continued on page* 3)



Hassanein Is Named V-P Of U.A. Theatre Circuit

Salah M. Hassanein has been elected a vice-president of United Artists Theatre Circuit, Inc., by the company's board of directors, George P. Skouras, president, announced on Friday.

S. M. Hassanein

Hassanein has been film buyer for the company since 1952 and will retain that position. Prior to joining the U.A. Theatre Circuit in 1952, Hassanein had been film buyer for other

(*Continued on page* 3)

Wheelwright to Head 'Porgy' Special Unit

From THE DAILY Bureau

HOLLYWOOD, Sept. 13. — Ralph Wheelwright, former assistant director of publicity at the MGM studio, has been named head of the special Samuel Goldwyn "Porgy and Bess"

(*Continued on page* 3)

Weitman Joins Lopert In District Sales Post

Norman Weitman has joined the Lopert sales organization as district sales representative in the Philadelphia, Washington, Pittsburgh and Cleveland exchange territories. Weitman, who has been with Universal Picture for 14 years, most recently as Cleveland branch manager, will start his new duties Monday, September 21, and will make his headquarters in Philadelphia.

Roberts, Feocco Join Dipson Executive Staff

Special to THE DAILY

BATAVIA, N. Y., Sept. 13.—Thomas E. Roberts, former Dipson Theatres district manager in Elmira, N. Y., and Frank J. Feocco, formerly with Cornell Theatres, in Ithaca, have been appointed members of the executive staff of the Dipson Theatres organization and will serve in the company's headquarters here, it was announced by

(*Continued on page* 3)

Justice Department Brief in Support Of ASCAP Consent Decree Changes

From THE DAILY Bureau

WASHINGTON, Sept. 13.—The Justice Department has filed a lengthy memorandum with the New York District Court in support of its proposed revision in the consent decree governing the American Society of Composers, Authors and Publishers.

The memo explains existing practice and the proposed government change in each of six major areas covered by the revision.

The six aspects of ASCAP operation covered in the 30-page memo are these: the right of ASCAP members to withdraw from the Society; the requirement that ASCAP scientifically conduct a survey of the performances of the compositions of its members as a basis for distributing revenues; the manner in which ASCAP shall distribute its revenues; the limitation on the extent to which the Society may weigh the votes of its members; the manner in which it shall assure its members of equal treatment and an adequate opportunity to protect their rights within ASCAP; and the obligation that ASCAP admit all duly-qualified applicants to membership.

Limit Action

Senate Groups Won't Bolster State Censors

Judiciary Units Side-Step Aid to Broad State Laws

By J. A. OTTEN

WASHINGTON, Sept. 13. — Two Senate Judiciary subcommittees holding hearings on obscene literature and films have decided to confine any legislative action to "hard-core pornography," members said.

They declared there will be no action at any time in the foreseeable future to sustain broad state censorship laws.

This would seem to leave the motion picture industry pretty well in the clear. Staff officials pointed out that so far there has been very slight mention of Hollywood pictures, that no industry officials have asked to testify, and that it is not likely the

(*Continued on page* 2)

Lightstone Named V-P Of Rugoff & Becker

Leonard Lightstone, who has been associated with Island Theatre Circuit here for the past 11 years, has been named vice-president of Rugoff & Becker Management Corp., in charge of film buying and booking, according to Donald S. Rugoff, president.

Lightstone succeeds Clem Perry,

(*Continued on page* 4)

Exhibitors Invited to 20th's 38 Drive Rallies

20th-Century-Fox branch managers are sending out invitations to more than 10,000 exhibitors operating more than 15,000 theatres to attend Spyros P. Skouras Drive rallies to be held within the next month in 38 cities in the United States and Canada, Alex

(*Continued on page* 2)

TELEVISION TODAY—page 6

PERSONAL MENTION

LEONARD GRUENBERG, general manager of NTA Pictures, left at the weekend for Hollywood. He will return here on Friday.

•

GEOFFREY SHURLOCK, Production Code administrator, arrived here from Hollywood and Washington over the weekend.

•

JOSEPH N. WELCH leaves here today for London, via B.O.A.C. He will engage in promotion work abroad for "Anatomy of a Murder."

•

ROBERT ARTHUR, producer, left here at the weekend for London, via B.O.A.C.

•

MRS. ROSALIE LEVINE, wife of Embassy Pictures president, JOSEPH E. LEVINE, is confined to her Newton, Mass., home, suffering from a sprained back.

•

STEWART STERN, producer, arrived in New York from London at the weekend, via B.O.A.C.

•

DENNIS O'KEEFE is in New York for promotion activities on behalf of his new United Artists Television series.

•

ELIZABETH TAYLOR arrived in New York Friday from Europe, following completion of her role in "Suddenly, Last Summer."

•

JOAN CRAWFORD has returned to New York from a tour of midwest cities on behalf of "The Best of Everything."

•

JAMES E. FREW, southern division manager for Continental Distributing, has left Atlanta for a business trip to Dallas.

•

MYRTLE H. WILSON and JOE A. JACKSON, owner of the Clanton Drive-In, Clanton, Ala., have returned there following a honeymoon trip.

The Buzz that Builds Biz!

MR. HOLLYWOOD MOVIE BEE TRAILER

Contact your local NATIONAL SCREEN SERVICE EXCHANGE

Drive Rallies

(*Continued from page 1*)

Harrison, general sales manager, announced.

Harrison, along with assistant general sales managers C. Glenn Norris and Martin Moskowitz, will attend the 38 meetings at which they will not only present a personal message from president Spyros P. Skouras, but will also pin-point the company's production schedule and other plans of concern to exhibitors for the next two years.

Several Thousand Acceptances

Harrison will be the principal speaker at meetings scheduled to be held at branches in the West. Norris will speak at rallies scheduled at exchanges in the Midwest and South, while Moskowitz will cover sessions at offices in the East.

Already several thousand exhibitors have accepted the invitation.

In addition to the exhibitors, the meetings will be attended by branch managers, who will preside, exchange sales and office managers, salesmen, bookers and regional advertising directors.

First rallies are being held this week in Los Angeles, San Francisco, Portland, Seattle, Vancouver, Denver, Kansas City, St. Louis, Chicago and Boston.

Cornelia Otis Skinner Brotherhood Chairman

Cornelia Otis Skinner, actress and author, has been named national chairman of Brotherhood Week to be observed next Feb. 21-28, sponsored by the National Conference of Christians and Jews.

The announcement was made public yesterday by Benjamin F. Fairless, former board chairman of the U.S. Steel Corp.; Lewis L. Strauss, former U.S. Secretary of Commerce; and James F. Twohy, West Coast industrialist, co-chairmen of the National Conference.

First Woman Chairman

This is the first time that a woman has been designated to head the national Brotherhood Week observance first celebrated in 1934. Previous chairmen of Brotherhood Week have included Harold E. Stassen, John G. Winant, Robert P. Patterson, Nelson A. Rockefeller, John L. Sullivan, Eric Johnston, Roger W. Straus, Thomas E. Braniff, Ben Duffy, Harvey S. Firestone, Jr., Louis B. Seltzer and George B. McKibbin.

In accepting the post of national chairman, Miss Skinner called on all communities throughout the United States to participate in the 1960 observance and to begin planning now for local Brotherhood Week programs that will express the brotherhood ideal.

Plans for the amusement industries division participation in the 1960 Brotherhood campaign, including the designation of a national chairman and exhibition and distribution chairmen, will be inaugurated soon.

S.B.A. Gets $75 Millions More for Current Loans

From THE DAILY Bureau

WASHINGTON, Sept. 13. — The Small Business Administration will have an additional $75,000,000 of lending authority to operate on this year.

The agency had asked another $200,000,000 to keep its business lending activities going for a long while. However, it is getting from Congress only the $75,000,000, which Congress figures will keep it going well through next June 30. Congress has made it plain it wants to take a searching look at S.B.A. policies and operations next session.

I.F.D. Acquires Rights to 235 Features, Westerns

The acquisition of international distribution rights to a group of 235 features and westerns has been announced by Joseph Wohl, president, and Charles H. Rosenblatt, vice-president of International Film Distributors, which is currently celebrating its first anniversary in overseas distribution.

Closed With Schneck

The deal was closed with Armand Schneck, president of J and J Pictures Corp., and B and B Pictures Corp., and covers distribution in all theatrical, television, and 16 mm. markets ootside the United States.

The new package includes 128 features and 107 westerns.

With the acquisition of this new product International's theatrical program now includes 294 features and westerns and 52 cartoons, the company said. Its television releases now number 452 features and 77 shorts.

Bill Authorizing 'Beano' Killed By Mass. House

Special to THE DAILY

BOSTON, Sept. 13.—There'll be no "Beano" in Massachusetts for another year, but it was by a margin of only five votes that the House reversed itself and killed a bill to revive the game after a 15-year ban.

The final decision on "Beano" was in doubt up until the last vote was cast in the last of three roll calls on its revival. The first roll call was on a motion by Representative Louis H. Glaser, Malden Democrat, that the bill which was approved last week by a vote of 116 to 97, be referred to the next annual session.

Senate Grou

(*Continued from page 1*)

subcommittees will ask them to pear.

In any event, there will be no tion of any kind this session. The sion is almost over, and the sub mittees plan more hearings after gress adjourns, but even when subcommittees do act next year action will be comparatively nar according to key members.

Kefauver Heads Subcommitte

The subcommittees, headed Senators Kefauver of Tennessee Hennings of Missouri, have been h ing joint hearings on two Cons tional amendments to streng state censorship laws and a Ho passed bill to increase Post Office partment powers to move ag smut. So far, practically all the t mony has been on the postal bill not on the amendments.

One of the amendments is extre ly sweeping and would uphold censorship laws on a very broad b The other would give the states right to move against clearly obs films but not against the type of f the Supreme Court has been uph ing in recent decisions. Members the more sweeping amendment w certainly get nowhere and the cha were that even the narrower would not move very far.

Steel Strike Fails to Hurt Pitt. Theatres

Special to THE DAILY

PITTSBURGH, Sept. 13. — It be a paradox but the steel st seems to be helping business in P burgh theatres. With the exceptio "John Paul Jones" which repla "Darby O'Gill" after three weeks the Stanley, it's all holdovers her

'North' In Sixth

The amazing "North by No west" is now in its sixth week at Penn, the first time that the de house has held a movie for that l since "Knights of the Round Ta in 1954.

"Middle of the Night" continues the Squirrel Hill art house for a s enth week. "Blue Denim" stays on the Fulton for a fourth week, Question of Adultery" got three we at the Guild, and "The Blue Ang rates a second week at the J. Harris.

Two Albums for 'Odd

United Artists Records will rele two albums of John Lewis music the film "Odds Against Tomorro keyed to the October openings of Harbel production starring Ha Belafonte.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Ho wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mot Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-31 Cable address: "Quigpuhco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagh Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

›urt Awards Damages Percentage Case

Special to THE DAILY

COLUMBIA, S. C., Sept. 13.—Dam-s aggregating in excess of $93,000 re awarded to eight motion picture tributing companies in their per-tage under - reporting actions inst H. B. Ram and various other endants by an order signed by lge C. C. Wyche of the United tes District Court here late last ek.

The order confirms and adopts the ort of a special master filed in cember, 1958, which had recom-nded that judgments be granted in or of the plaintiffs, Paramount, Uni-sal, Loew's United Artists, RKO, lumbia, Twentieth Century-Fox, l Warner Bros. in the actions.

Strikes Jury Demands

The order also directs that the ex-itor-defendants' demands for jury l of the eight actions be stricken, the grounds that the actions were equitable accountings and that ex-tional conditions justified the refer-e. The court also overruled a series 11 objections to the special master's ort, which had been filed by the ibitor defendants.

The distributors were represented C. T. Graydon and Augustus T. aydon of Columbia, S. C., and by lliam R. Glendon, of Royall, Koe-, Harris & Caskey, and John F. nicher, of Sargoy & Stein, both of w York.

oin Dipson

(*Continued from page* 1)

lliam J. Dipson, president of the a.

Dipson Theatres operates 40 houses New York, Ohio, West Virginia and nsylvania.

Roberts was last in Batavia as man-r of the Family and Lafayette the-es when they were operated by rner Bros. in the early 1930s. He t went to Elmira, where he man-d the Colonial and was supervisor the Watkins Glen Theatre. He was ned district manager in 1952 when son Theatres assumed control of Keeney, Regent and Strand thea-s there.

His brother, Robert, has succeeded as Elmira district manager. Both ted in show business in their fa-r's theatres in Mansfield, O.

Feocco managed the State Theatre Cornell. Previously he managed the-es and was booking representative the Ryan Bros. Theatres in Ithaca, rre, Pa., and Painted Post.

Wheelwright to Head

(*Continued from page* 1)

olicity unit which has been estab-ed by Columbia Pictures to handle U.S. and international roadshow tribution of the picture.

Following studio conferences with ldwyn, Wheelwright planes to New rk tomorrow where he will make headquarters.

Over 200 Mid-West Exhibitors Attend Fox's First Showmanship Meet Today

Special to THE DAILY

CHICAGO, Sept. 13.—More than 200 exhibitors in the mid-west area, will be treated to a promotional presentation tomorrow encompassing the worlds of fashion, comic books, radio, television, department stores, paperback books and a variety of other merchandising media, when the first 20th Century-Fox area showmanship meeting gets underway here.

Non-industry Spokesmen

The Sheraton-Blackstone Hotel will be the scene of the merchandising seminar which will outline promotional plans for 20th product between now and the end of the year. Highlight of the merchandising sessions will be appearances by non-industry spokesmen, representing many outlets, some of them untapped before by motion pictures, who are participating in promotions on 20th releases this year.

Among the media represented will be "Life" and "Look," for "The Blue Angel,"; "Harper's Bazaar" and Allied Stories, "The Best of Everything"; Jay Emmet Promotions, "Journey to the Center of the Earth"; Pocket Books, Chancellor Records, "The Hound Dog Man"; and others.

Exhibitors will be shown special accessories on several of the attractions, upcoming national magazine advertising and publicity, scene trailers and new star trailers, as well as other publicity, advertising and exploitation material.

'U' In Black

(*Continued from page* 1)

1958, net loss was $861,247, after a federal income tax benefit of $1,160,-000. After dividends on the preferred stock, this loss was equivalent to $1.09 per share on the 927,254 shares of common stock then outstanding.

In the 13 weeks ended Aug. 1, 1959, Universal realized on ordinary operations a profit of $637,915 after federal income taxes of $815,000, as compared to a loss of $341,998, after a federal income tax benefit of $440,000, for the 13 weeks ended Aug. 2, 1958.

Flax Acquires Cerver Theatre in Baltimore

Special to THE DAILY

BALTIMORE, Sept. 13.—Morris Flax, who operates the Lincoln Theatre here, has acquired the Cerver Theatre, an uptown house catering to colored patronage.

Extensive Remodeling

Extensive remodeling includes new projector, screen, marquee and new seats, which are being rearranged to include one center aisle, replacing the former two aisles. A new composition tile floor is to be installed. The theatre is scheduled to reopen around Oct. 1, with Eddie Flax, son of the new owner, as manager.

Ohio Theatre to Test State Obscenity Law

Special to THE DAILY

COLUMBUS, O., Sept. 13. — Constitutionality of Ohio's anti-obscenity law was questioned in an appeal from a conviction in Cuyahoga County common pleas court to the Ohio supreme court by Mrs. Gertrude Gevaras, operator of a Cleveland penny arcade. Mrs. Gervaras was convicted of possessing and exhibiting "obscene" movies. She contends the law is unconstitutional "because it fails to set a definite standard for determining what is obscene."

Cases of S.C. 'Blue Law' Violators Are Postponed

Special to THE DAILY

SPARTANBURG, S.C., Sept. 13.—Trial of Claude Rumley, operator of the Fox Theatre here for "blue law" violations was postponed indefinitely. A continuance was granted at nearby Rock Hill in the trial of Jack Spivey, theatre operator there, until the South Carolina supreme court rules on a matter that has been shelved temporarily by a three-judge Federal court sitting in Columbia.

In Columbia, a legal authority who has been following the developments in recent weeks, suggested: "Theatre owners anxious for a quick decision in this controversy could petition any of the supreme court justices and endeavor to get his agreement to accept original jurisdiction. Then the full court, which will be in session in October, would have to agree."

"I would not try to block such a move," said Attorney General Dan McLeod. "The state will cooperate in any effort to resolve legal problems posed by the 'blue laws' in the speediest fashion possible."

Heart Seizure Takes Paul Douglas, 52

From THE DAILY Bureau

HOLLYWOOD, Sept. 13. — Actor Paul Douglas died Friday of a heart seizure at his home here. He was 52, and the veteran of more than 20 motion pictures, including "Letter to Three Wives," "It Happens Every Spring," "Solid Gold Cadillac" and "The Mating Game."

Surviving the actor are his wife, actress Jan Sterling, and two children, Adams and Margaret.

S. M. Hassanein

(*Continued from page* 1)

theatres in New York. He came to this country in 1945 and has been associated with the industry since, except for two years service in the U.S. Army.

PEOPLE

William Goetz, producer of "They Came to Cordura," will be the guest speaker at the opening dinner meeting of the Golden Slipper Square Club on Thursday evening, at the Hotel Sheraton, Philadelphia. He will discuss "The New Era of Motion Pictures."

□

Elmer Bernstein has written the musical score for a new documentary film entitled "Israel." The CinemaScope and Technicolor film, which is sponsored by the State of Israel Bond Organization and the Government of Israel, was written and produced by **Leon Uris,** directed by **Sam Zebba,** and features **Edward G. Robinson.**

□

Noel Meadow has been appointed producer's representative for "The Naked Venus," a **Gaston Hakim** production being released in the U.S. by Howco International.

□

Richard Doherty, office manager for 20th Century-Fox in Philadelphia for the past 15 years, has resigned to take the same position with the Buena Vista office there.

□

Dave Rosen, independent distributor in Philadelphia, has taken over the area distribution of the operatic film, "Tosca."

□

James H. Harrison, general manager of Wilby-Kincey Theatre Corp., was recently honored by the Atlanta Music Festival Assn. for making the Fox Theatre, that city, available for a full week of grand opera next year.

□

Al Vialardi has been reappointed managing director of the Mayfair Theatre, New York City.

□

Joseph J. Lee, who for 16 years was Detroit branch manager for the 20th Century-Fox film exchange, has accepted the post of managing director of the 5,100-seat Fox Theatre in that city. **Robert Bothwell,** former managing director, is now connected with West Coast interests.

□

Robert Wise, producer-director, begins a coast-to-coast promotion tour this week on behalf of Habel Productions' "Odds Against Tomorrow," a United Artists release. Departing from Hollywood, his itinerary includes Chicago, Detroit, Cleveland, Washington, Philadelphia, Boston and New York.

Atlanta WOMPI Charity

ATLANTA, Sept. 13.—A very successful kiddie matinee was held by the Atlanta WOMPI at the Buckhead Theatre here. John Carter donated use of the theatre, and funds were raised to supply needy families with food baskets.

War Film Package

Continental Distributing, Inc. will release "Blitzkrieg" and "Breakout" as a combination exploitation package.

National Pre-Selling

ALEXANDER CAMPBELL in the Sept. 7 issue of "Life" reported in a vividly written article how the famous ocean liner "Ile de France" was burned and blasted to satisfy a film-maker's desire for realism. The film-maker, writer-producer-director Andrew Lepander Stone. The film, an M-G-M production, "The Last Voyage." The once gracious liner "Ile de France" was sailed for salvage to Osaka, Japan. It was here that producer Stone with a helping hand from the U.S. Marines filmed his epic of excitement, suspense and adventure. Among the photos that illustrate this essay is one of Dorothy Malone neck deep in water, having difficulty with her water soaked false eyebrows.

•

"Take a Giant Step," the U.A. film about race prejudice encountered by a 17-year-old high school boy, is recommended to the readers of Parents' magazine Sept. issue.

•

Shirley MacLaine, Hollywood's free spirit who does her characterizations so thoroughly that she looks like a different girl in each film in which she appears, is the cover girl on "Look's" Sept. 15 issue.

•

"Cosmopolitan's" November issue entire non-fiction section will be devoted to the entertainment field. The readers of this issue will learn about the entertainment world through the eyes of top flight stars. Ralph Bellamy, who will play F.D.R. in Dore Shary's "Sunrise at Campobello," a Warner release, writes about his 30 years in show business, Suzy Parker star of "The Best of Everything" is the focal point of a penetrating study of the pressures of which an actress is subject to. An interesting essay on how stars stay young as practiced by Jack Benny, Ginger Rogers, Marlene Dietrich and Cary Grant will appear in the issue.

•

Ruth Harbert of "Good Housekeeping" was impressed sufficiently with "The Big Fisherman" to devote her entire page in the Sept. issue to a review and photos of this Buena Vista production. Howard Keel, in his first nonsinging role, according to this reviewer brings tremendous vitality to the central character—the "big fisherman," Simon. Bluff, earthy, and self-reliant, at first he ridicules his fellow workers for their growing interest in and wonder at the teachings of the "Nazarene."

•

"The Man Upstairs," is reviewed by Richard Marek in the Sept. issue of "McCall's." This Kingsley release deals with a mentally deranged scientist who commits an act of minor violence in the small London apartment house where he lives. In Marek's opinion it is rarely dull, thanks to good writing, flowing direction and uniformly excellent acting by a cast of virtual unknowns.

•

"Anatomy of a Murder" and "North By Northwest," are both excellent pictures reports Florence Somers in the Sept. issue of "Redbook" but were released too soon for her to review them. Otto Preminger's fine production of "Anatomy" has the noted lawyer Joseph Welch as the judge at the trial. "North By Northwest," the Radio City Music Hall film is one of Hitchcock's best thrillers, with a climax in which Cary Grant and Eva Marie Saint are chased across the face of Mt. Rushmore.

WALTER HAAS

Eaton, Others Re-Named Officers of S.P.S.E.

From THE DAILY Bureau

WASHINGTON, Sept. 13.—George T. Eaton of Kodak Research Laboratories has been re-elected president of the national Society of Photographic Scientists and Engineers for a two-year term, 1959-61, the Society has announced.

Steven Levinos of Ansco, Binghamton, was named executive vice-president for a second term.

Other officers re-elected are John A. Maurer, New York, engineering vice-president; and Dr. Herbert Meyer, financial vice-president. Maurer is president of J. M. Developments of New York. Dr. Meyer is chief chemist of the Motion Picture Research Council.

Two New Officers

There are two new officers. Dr. R. Clark Jones, a senior physicist at the Polaroid Corporation, Cambridge, Mass., was elected editorial vice-president. C. Graham Eddy, chief of the medical illustrations division of the Veterans Administration, Washington, is new secretary-treasurer.

The SPSE administration will preside over the national conference of the Society to be held in the Edgewater Beach Hotel in Chicago, Oct. 26 to 30.

Lightstone Named

(*Continued from page 1*)

resignation as a vice-president of Rugoff & Becker was announced recently.

Theatres involved in Lightstone's assignment are the Sutton, Beekman, Art, 8th St. Playhouse, 5th Ave. Cinema, and Gramercy in Manhattan; the Austin, Queens; Laurel and Lido, Long Beach, and Cinema, Manhasset.

The Murray Hill Theatre in Manhattan, scheduled to open on Oct. 7 with "Pillow Talk," will be the latest addition to the Rugoff & Becker circuit.

Passes for Safe Driving

ALBANY, Sept. 13.—One hundred-seventy five Stanley Warner Strand theatre tickets are being presented each week, as one of the prizes in a "Careful Driving-Lucky License" game which the Albany Times-Union started last week.

Motion Picture Herald says it's
'A BLOCKBUSTER!'

Box Office says it's
'A BLOCKBUSTER!'

Film Daily says it's
'A BLOCKBUSTER!'

Motion Picture Exhibitor says it's
'A BLOCKBUSTER!'

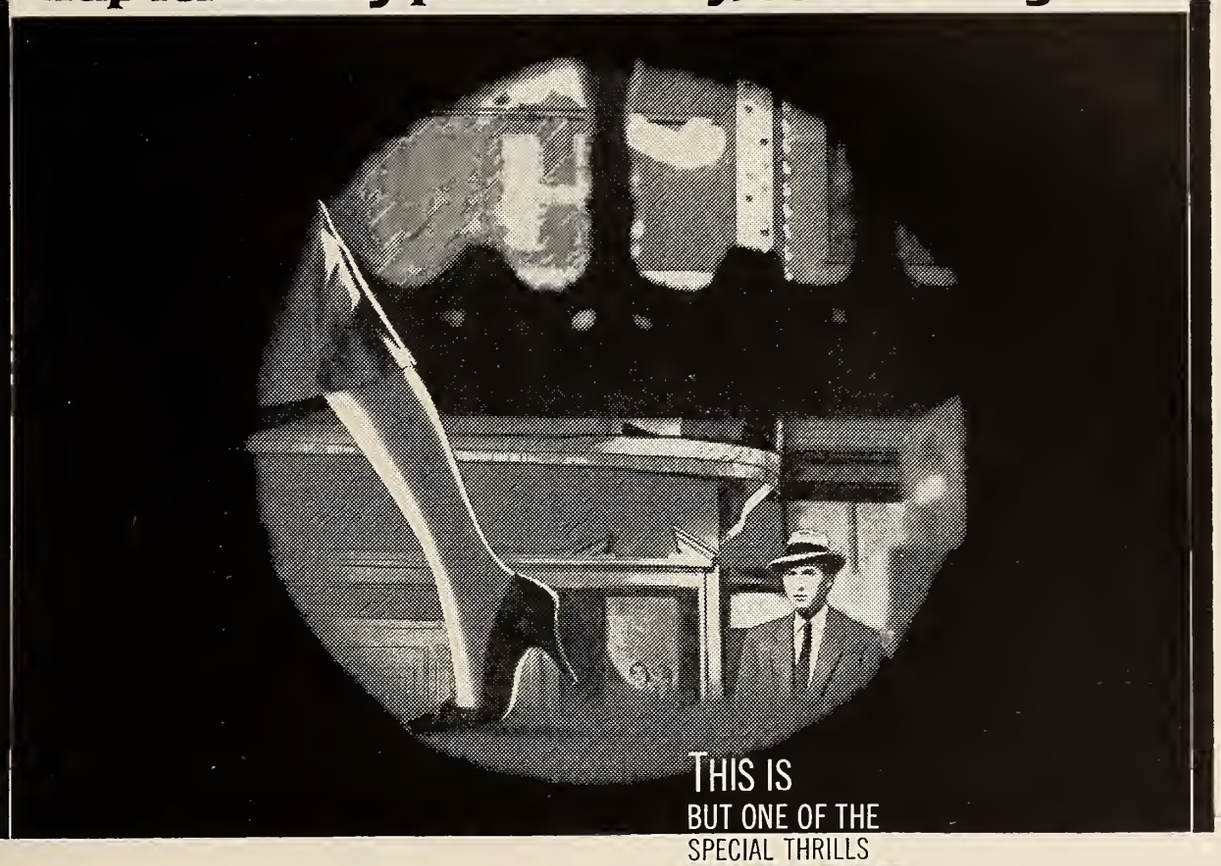
Motion Picture Daily says it's
'A BLOCKBUSTER!'

Hollywood Reporter says it's
'A BLOCKBUSTER!'

Variety says it's
'A BLOCKBUSTER!'

The Independent says it's
'A BLOCKBUSTER!'

You are crouched in a basement stairway opposite a theatre in Chicago. Keep your eye on that FBI man across the street. He has set the trap for deadly public enemy, John Dillinger...



THIS IS
BUT ONE OF THE
SPECIAL THRILLS
THAT CROWD THE LIFE OF
CHIP HARDESTY—
WHOSE STORY
IS CALLED

"THE FBI STORY"

Starring

JAMES STEWART

as Chip Hardesty

VERA MILES

as the girl behind the man from the FBI

The story that smashed best-selling records! More than 17,000,000 have thrilled to it here and abroad!

A **WARNER BROS.** PICTURE

Filmed at actual locations to put full force behind all its authentic thrills!

TECHNICOLOR® A MERVYN LeROY Production · Screenplay by RICHARD L. BREEN and JOHN TWIST · Directed by MERVYN LeROY

Music by MAX STEINER

YOU'LL SEE THIS AD IN THE PRESSBOOK.

First at Radio City Music Hall
—next attraction! To be followed by 'A Summer Place' from Warner Bros. and 'The Miracle' from Warner Bros.!

Television Today

Film Producers Resume Meetings Here Tonight

The Film Producers Association of New York will launch its fall program schedule with a membership meeting at the Transfilm Studios, 35 West 45th St., this evening, it was announced by Nathan Zucker, president.

The initial meeting will be a general business meeting to acquaint members with the association's progress in the various projects that have been undertaken since its last membership meeting earlier in the year.

The various activities of the association's committees will be reviewed and Zucker will outline the program for the fall. The report will cover activities of the videotape committee, the new program committee, public relations projects and other activities.

A special report on the FPA's new membership drive headed by Peter Mooney of Audio will be given. Mooney has reported that the drive has brought in eight new members to date.

Cinn. to Honor Rod Serling Sept. 22

Special to THE DAILY

CINCINNATI, Sept. 13.—Tuesday, Sept. 22, will be Rod Serling Day in Cincinnati. The Taft Broadcasting Company, officials of WKRC-TV, and Mayor Donald D. Clancy will present the TV writer with the key to the city. Serling began his career with WKRC-TV in 1951, when he authored "The Storm" series.

Eight years later, Serling again returns to WKRC-TV as writer, narrator and producer to promote his new CBS series, "The Twilight Zone" He has the added distinction of being half owner of his new series.

Sinatra Signs Elvis For May '60 Special

From THE DAILY Bureau

HOLLYWOOD, Sept. 13. — Frank Sinatra has announced that he has signed Elvis Presley for the latter's first television appearance upon his release from the U.S. Army early next year. Presley will be the special guest star on Sinatra's ABC Television special scheduled for broadcast in early May, 1960.

ABC-TV had Presley under exclusive commitment for the network under an agreement arranged earlier this year by Thomas W. Moore, ABC-TV vice-president in charge of programming. The May show is one of four one-hour musical specials starring Sinatra over ABC Television which are to be sponsored by the United States Time Corp. for Timex Watches.

ITC, Now in Black, Reports Sales Gains

Independent Television Corp. ended the first year of its Global operation as of September 1 with a gross of $13,989,787, according to president Walter Kingsley. This figure constitutes a 50 per cent increase over the previous year's sales of TPA, the company ITC acquired by purchase shortly after its formation last year.

ITC, owned jointly by the Jack Wrather Organization, Beverly Hills, Calif., and Associated TeleVision, Ltd. of London, is currently providing 1,200 hours of programming a week to stations and sponsors throughout the U.S., and 188 weekly half-hours throughout the rest of the world. The company, Kingsley stated, has been operating in the black since January 1, after an initial three-month organizational period.

New Catholic House Will Open to Public

Special to THE DAILY

BOSTON, Sept. 13. — Although it is not as yet officially announced, the policy at the Cardinal Theatre, formerly Loew's State will be one performance each evening with matinees Saturdays and Sundays, it is reported. The theatre will be open to the public with an admission charge of $1. The first presentation will be "The Fifteen Mysteries of the Rosary" with other religious films to follow. During the time when the theatre is closed it is expected it will be used for confirmations, graduations, conventions and a general meeting place.

Loew's Offices Moved

On October 1 when the Catholic Diocese takes over the property, the Northeast division offices of Loew's Theatres will be moved to 36 School Street, not far from Loew's Orpheum Theatre in downtown Boston where William Elder, newly-appointed division manager and his head publicist Lou Brown will make their headquarters. Elder will handle Loew's Theatres in New England, Buffalo, Syracuse and Rochester, while Brown will handle the publicity for Loew's Theatres in Boston, Providence and several in Connecticut.

AIP Sets 4 More Key Openings for 'Gladiator'

Four more key openings of American International's "Sign of the Gladiator" have been set at the Century and New Albert, Baltimore, Sept. 23, the Warner Metropolitan and Ambassador, Washington, Sept. 24; Twin Drive-In, Indianapolis, Sept. 23, and the Stanley Warner in Pittsburgh, Sept. 30.

The openings will kick off saturation bookings in the areas to coincide with the 108-date saturation booking in the New England area Sept. 23.

50 Years in Business For James G. Balmer

Special to THE DAILY

PITTSBURGH, Sept. 13. — Tent Number One, Variety Club, will honor James G. Balmer of the Harris Amusement Co. at a dinner at the New Arena night club on Sept. 28 on the occasion of his 50th anniversary in show business.

Balmer is one of the 12 original founders of the Variety Club, and has been affiliated with theatre business in Pittsburgh since the days of pioneer John P. Harris, father of John H. Harris, head of the Harris Amusement Co.

'Back-to-School' Shows Aid Albany S-W Houses

Special to THE DAILY

ALBANY, Sept. 13. — Two Albany conventional theatres, the Stanley Warner Strand and Madison, presented "Back to School Shows" Saturday noon, while two drive-ins, Fabian's Mohawk and Saratoga, staged a "Gala Back to School Party" Friday night.

The SW houses featured a give-away to each child of a pencil box, plus "dunkin donuts." The drive-ins distributed ballpoint pens to youngsters. The Strand and Madison screened three-unit fun shows, consisting of Walt Disney cartoons, three Stooges shorts, and a Tom and J cartoon carnival.

This type of show, with the pe box giveaway, has been a stanc promotion at this season in Sta Warner theatres here for several y and always has been a boxoffice cess.

20th-Fox Merchandis Clinic in Hub Today

Special to THE DAILY

BOSTON, Sept. 13.—The 20th merchandising clinic for top execu in the New England area will be tomorrow at the Fox Little Th here, conducted by branch man Al Levy and publicist Phil Engel. will discuss the 1960 lineup of pro while Engel will explain the adv ing and publicity campaigns.

Studies Rep. Properti

HOLLYWOOD, Sept. 13.—Re lic vice-president Jack Baker left at the weekend for an extended of Republic's laboratories, pl molding plants and other com activities. Baker will investigate sibilities that board chairman president Victor Carter has in r for future diversification and us Republic's substantial cash reser

Crescent Accepting B

ATLANTA, Sept. 13.—Bids are ing accepted by the Crescent Am ment Company for a new theatr Huntsville, Ala.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 86, NO. 53 NEW YORK, U.S.A., TUESDAY, SEPTEMBER 15, 1959 TEN CENTS

w Changes

K Remittance act Extension or Year Seen

ans-Atlantic Negotiations ; Pact Expires Sept. 25

ndications are a one-year extension he current Anglo-American film re-tance agreement will be concluded r to the expiration of the current t 10 days hence.

he negotiations are now under way letter, cable and trans-Atlantic tele-ne between Eric Johnston, Motion ture Export Association president, l officials of the British Board of de, in charge of the agreement. An EA spokesman reported that no plications of any consequence have en as of this stage and there is ry expectation that the renewal can agreed upon prior to the expiration e of the present pact without essitating either Johnston's presence

(*Continued on page 5*)

rvices Tomorrow for ank C. Walker, 73

A solemn high requiem Mass will be ig for Frank C. Walker, former pres-nt of Comerford Theatres, at St. natius Loyola Church, Park Ave. and h St., at 11 A.M. tomorrow. Walker, o was 73, died at his apartment at Carlyle Hotel here on Sunday af-a long illness.

Burial will be in St. Patrick's Ceme-y, Butte, Mont.

In addition to having been president

(*Continued on page 2*)

win Premieres Set for Cordura' in Chi., S. F.

"They Came to Cordura," William etz production for Columbia re-se, will have twin American pre-eres at the State-Lake Theatre in icago and the St. Francis Theatre San Francisco on Oct. 1, it was

(*Continued on page 4*)

ELEVISION TODAY—page 6

20th-Fox Out to Maintain Top Position, Einfeld Tells Mid-Western Exhibitors

Special to THE DAILY

(Picture on page 5)

CHICAGO, Sept .14.—"Twentieth Century-Fox will do more for the exhibitor than any other motion picture company," vice-president Charles Einfeld told the area showmanship meeting here today, attended by more than 200 mid-western exhibitors in the Sheraton-Blackstone Hotel. Merchandising plans for 20th-Fox product for release between now and the end of the year were described. Einfeld's statement was given to the meeting through Eddie Solomon, 20th-Fox exploitation manager, who read the Ein-

(*Continued on page 5*)

'N. x N.W.' Passes Million Dollar Mark at Music Hall

"North By Northwest" has reached the $1,000,000 box-office mark at Radio City Music Hall. It is the 12th MGM release to hit that figure at the Music Hall.

The millionth dollar went through the Music Hall box-office last Saturday morning. Through Sunday, the 13th, the cumulative gross for "North By Northwest" at the theatre was $1,037,250.

Velde, Fitter Hold U.A. Midwest Meeting Today

James R. Velde, United Artists vice-president in charge of domestic sales, and Al Fitter, Western division manager, will hold a two-day meeting of the midwest branches in Omaha starting today. The meeting is the latest of a series of continental sales sessions held by Velde on forthcoming UA product.

Among the UA sales executives attending the Omaha meeting will be Arthur Reiman, Western division contract manager; F. J. Lee, Midwest district manager, and the following

(*Continued on page 3*)

Human Relations Award Slated for Youngstein

Max E. Youngstein, vice-president of United Artists, will be honored with the Human Relations Award of the motion Picture Division of the Joint Defense appeal at a testimonial luncheon at the Hotel Astor on Nov. 24.

Max E. Youngstein

Announcement of the tribute to Youngstein was made yesterday by honorary co-chairmen Barney Balaban, president of Paramount Pictures; Harry Brandt, president of Brandt

(*Continued on page 6*)

Pinanski Stages Showmanship Meet To Aid Selling of New Fall Product

Special to THE DAILY

BOSTON, Sept. 14.—Samuel Pinanski, president of American Theatres Corp., presided at a fall showmanship session attended by his 25 managers, district managers and home office personnel, the first such get-together in several years.

Also invited were the local branch managers and their publicists from each company who addressed the group. The meeting was held in the ATC screening room here. Pinanski suggested that the time is right to take advantage of the top quality pictures now coming from Hollywood, urging his managers to exert every effort to promote and publicize the material for a continuation into the fall and winter season of the upbeat business registered this summer. He praised the work of the branch managers and their publicists and asked each distributor to speak briefly.

The publicists also explained the campaign material. The walls of the ATC screening room were decorated with posters of the new films from the various companies. The response from the managers was enthusiastic

(*Continued on page 2*)

CEA Debate

UK Exhibitors Plan Action Vs. Toll TV

To Make Inquiries Here And of Home Government

By PETER BURNUP

LONDON, Sept. 14.—In all their other preoccupations here, independent exhibitors discern a further spectre on their horizons; namely, toll TV.

The matter came up as a matter of urgency and at the instance of two Cinematograph Exhibitor Ass'n branches at the Association's general council meeting.

The mover of one of the emergency resolutions told his fellow delegates that the introduction of Toll TV might well completely write off the cinema business. He declared that none knew how near the toll system might be; whether six months or six years. But, he asserted, circuits within the industry were already interested in licenses

(*Continued on page 5*)

Orderly Release Set For 7 Soviet Films

A plan for the orderly distribution of the seven Soviet films to be distributed in the United States was agreed upon at a meeting last week of the Motion Picture Association committee on distribution arrangements.

In order to avoid conflicts in bookings, and to give the Soviet films the widest possible distribution potential, the following order of releases was agreed upon: November, "The Cranes Are Flying," Warner Bros.; December, "Swan Lake," Columbia; January,

(*Continued on page 2*)

Chi-Sox' Bill Veeck to Be TOA Meet Speaker

Bill Veeck, colorful president of the Chicago White Sox, will be the main speaker at the luncheon highlighting the "Show in Showmanship" day at the 12th annual convention of Theatre Owners of America, at the Hotel

(*Continued on page 4*)

PERSONAL MENTION

BRUCE EELLS, executive vice-president of United Artists Television, Inc., has returned to New York following three weeks in Hollywood.

•

WILLIAM R. O'HARE, advertising and publicity director, Hal Roach Distribution Corp., is in Hollywood from New York.

•

MARLON BRANDO returned to Hollywood from New York yesterday.

•

CAL BARD, Jr., national sales manager of MCP Film Distributing Co., was in Chicago from Hollywood.

•

MR. and MRS. SIDNEY SCHAEFER have announced the engagement of their daughter, SUSAN MARGO, to ARNOLD LEVY. Father is Columbia Pictures' director of media and printed advertising.

•

MORRIS ROSENTHAL, retired manager of Loew's Poli, New Haven, and his wife have returned to their Hollywood, Fla., home following a vacation trip to Canada and Connecticut. Rosenthal was the winner of the first Quigley Grand Award for showmanship, back in 1934.

•

FRED HAAS, construction engineer for Fabian Theatres, was in Albany from New York.

•

JACK SANSON, manager of the Strand Theatre, Hartford, is recuperating from surgery.

•

JO MORROW, Columbia's "new face," arrives in New York today from the Continent, aboard the Flandre.

•

JULE STYNE arrives in Hollywood today to work on the recordings for M-G-M's "Bells Are Ringing."

•

MICHAEL ANDERSON, director, who has been vacationing in England, arrives in Hollywood this week.

•

DAVID LOBB, B.O.A.C. public relations counsel, leaves here today for Tokyo and Yokohama.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
CARY GRANT EVA MARIE SAINT JAMES MASON
in ALFRED HITCHCOCK'S
"NORTH BY NORTHWEST"
An M-G-M Picture in VistaVision • Technicolor®
and GALA NEW STAGE SPECTACLE "SUMMER FESTIVAL"

Skouras Honor Guest at Royal Naval Film Dinner

From THE DAILY Bureau

LONDON, Sept. 14 (By Cable).—Guest of honor at the Royal Naval Film Corporation banquet, Spyros Skouras, president of 20th Century-Fox, took the opportunity to announce that Herbert Wilcox's "The Navy Lark," which will be released by 20th, will have a triple premiere October 15. The three showings will be held at the Fox Carlton theatre, London; on board the H.M.S. Victorious in home waters and on board the H.M.S. Centaur in eastern waters.

Skouras also told the guests of his experience in Russia during the recent U.S. exhibition in Moscow. He is scheduled to fly to New York tomorrow.

Frank Walker Services

(*Continued from page* 1)

and chairman of the board of Comerford Theatres of New York and Scranton, Pa., for many years, Walker was Postmaster General during the war years. A long-time backer of the late President Franklin D. Roosevelt and a campaign contributor. Walker was chairman of the Democratic National Committee and held many government posts in the Roosevelt Administration.

He also was national chairman of the Notre Dame University Foundation, and was president of the university's board of lay trustees.

Surviving are his widow, Hallie; a son, Thomas J. Walker; a daughter, Mrs. Laura Jenkins; a sister, Mrs. J. J. McCarthy, and nine grandchildren.

Seven Soviet Films

(*Continued from page* 1)

1960, "Othello," Universal-International; February, "Circus Artists," Paramount; March, "The Idiot," 20th Century-Fox; April, "Don Quixote," MGM; and May, "Quiet Flows the Don," United Artists.

A delegation of four Russian film stars will attend the premiere of "The Cranes Are Flying" on November 10 at the Dupont Theatre, Washington, D.C. The plan to distribute the seven Soviet films in this country is in accordance with the industry's agreement arranged last year under the State Department's Cultural Exchange program.

Sidney Rechetnik Added To COMPO Staff Here

Sidney H. Rechetnik has been added to the COMPO staff, it was announced yesterday by Charles E. McCarthy, COMPO information director.

Rechetnik, a former member of the Warner Bros. publicity and advertising department in New York, assumed his new duties yesterday.

MGA Suit Charges Big TV Monopoly

From THE DAILY Bureau

HOLLYWOOD, Sept. 14. — An anti-trust action was filed in Federal Court here today by the Musicians Guild of America and individual members of the guild, representing all members as a class, against American Federation of Musicians, Local 47; NBC; CBS; ABC; RCA; Music Corporation of America; Revue Productions; Capitol Records; Desilu Productions and other companies and individuals, alleging monopoly and combination in restraint of trade.

The action seeks damages totalling $11,000,000 and injunctive relief to restrain defendants from practices of alleged monopoly, blacklisting, boycotting and otherwise interfering with employment of MGA members, comprising over 700 professional musicians in Los Angeles county.

Propose New Obscenity Laws for Columbus, O.

Special to THE DAILY

COLUMBUS, O., Sept. 14. — An anti-obscenity city ordinance "with teeth in it" was to be introduced in city council here today by City Attorney. Russell Leach, who acted on instructions from Mayor M. E. Sensenbrenner.

Mayor Sensenbrenner was chagrined to discover that the present city laws on obscene literature do not mention motion pictures. His action came after Judge Horace Troop of muncipal court dismissed the case against Joel Secoy, former Fox theatre assistant manager, charged with exhibiting an "obscene" film—"Ten Days In a Nudist Camp."

Tulsa Theatres Warned To 'Clean Up' Shows

Special to THE DAILY

TULSA, Sept. 14. — Tulsa theatre operators have been warned to "clean up" what County Attorney Robert D. Simms described as "indecent" type movies being shown.

Simms said the warning is aimed primarily at drive-in theatres but also includes others. If they fail to clean up the type of films referred to, Simms said he "will begin legal action" to shut down the theatres. His warning was issued, he said, after he had received numerous complaints.

Rep. Names Saal

HOLLYWOOD, Sept. 14.—William Saal, formerly assistant to Herbert J. Yates, will be one of seven new field men to be named by Earl Collins, head of Hollywood Television Service, Inc., subsidiary of Republic Pictures, to handle TV distribution. Saal will have charge of the Texas and Oklahoma territories.

Mable Guinan Elected New WOMPI Preside

Special to THE DAILY

JACKSONVILLE, Fla., Sept. 14 Mrs. Mable Guinan, Dallas, v named the new president of Women of the Motion Picture Ind try, succeeding Mrs. Gene Barnet New Orleans, at the organizatio sixth annual convention, held here the weekend.

Other officers elected are M Helene Spears, Atlanta, vice-preside Miss Rosa Browning, Dallas, cor sponding secretary; Miss Edna C Jacksonville, recording secretary; a Mrs. Viola Wister, Charlotte, tre urer.

WOMPI's highest awards went Atlanta for best publicity; Dallas, b attendance; Denver, finest phila thropic and charitable work; and N Orleans, best public relations.

Toronto was chosen as the conve tion site for 1960. Sidney Markle AB-PT vice-president, was the ma banquet speaker at the conventic which was attended by nearly 2 WOMPI members and friends fr Atlanta, Charlotte, Dallas, Denv Des Moines, Jacksonville, Kansas Cit Memphis, New Orleans, St. Lou Toronto and Washington, D.C.

Markley warmly praised WOM for its numerous community servic which have aided the entire indust in presenting a favorable image itself and selling it to the public.

He was introduced by Louis Finske, president of Florida Sta Theatres.

Levinson Named Gen. Mgr. of Trans-Texas

Special to THE DAILY

DALLAS, Sept. 14.—Norm Levinso has been appointed general manag and advertising director of Trans-Texa Theatres, according to an announce ment by circuit president Hal Novy.

Levinson, who has been with M-G-M here for 19 years, the past two as re gional publicity head, will begin h new appointment on Oct. 1.

Pinanski Meeting

(*Continued from page* 1)

and many new promotional ideas wer offered and discussed. At the con clusion, Pinanski hosted a luncheo for the group at the Athens Olympi Restaurant.

Besides the entire staff at ATC those attending included Ben Abrams AA; Ben Bebchick and Ed Gallner MGM; Stan Davis, Continental Films E. Myer Feltman, U-I; Dan Houliha and Arnold Van Leer, Paramount Ellis Gordon, Al Levy and Phil Engel 20th-Fox; Joe Mansfield, UA; Ton O'Brien and John Markle, Columbia Mel Safner, Ruff Films; Joe Wolf, Jo Levine and George Kraska, Embassy Pictures.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Holly wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

lichigan Allied Backs ew Conciliation Trial

Special to THE DAILY

DETROIT, Sept. 14.—Michigan Al- d sent out a bulletin today incor- rating Eric Johnston's remarks at the CE meeting Aug. 25, offering to im- ement them with complete informa- n on conciliation procedure at the al level.

When conciliation came into being 1957 MOTION PICTURE DAILY ecked with distributors in this area discover its effectiveness. It was un- le to find an instance, and was told at due to the very existence of ma- inery for settling differences, dis- ites had been settled without formal ocedure.

In Quiet Way

A new check at this time throws a fferent light on the matter. One well osted on these matters, when ques- oned, said: "You know these pro- dures are conducted without pub- city."

From the new drive to aid distressed nall theatres, it may be adduced con- liation has been effective here, in a uiet way.

Hot' Returning to B'way t Victoria on Oct. 1

"Some Like It Hot" will return to roadway for a "second first run en- agement" starting Oct. 1 at the Vic- oria Theatre.

The picture opened at the new oew's State on Broadway last March 9 and ran 16 weeks for a record ross of $679,578 for the 1,800-seat ouse. It has just completed its first wing of the key New York-West- hester-Long Island houses, grossing 1,888,743 in 131 engagements. Fol- owing its run at the Victoria, the pic- ure will make another swing of the netropolitan area in theatres where t has already played, plus others now eing set, William J. Heineman, U.A. ice-president, said.

Similar Dates Considered

The picture also has had a duplica- ion of first run dates in Salt Lake City, and will have another starting oday at the Century, Baltimore. Simi- ar bookings are being considered for other key cities, Heineman said.

U.A. Midwest Meeting

(*Continued from page* 1)

branch managers; D. V. McLucas, Omaha; Carl Olson, Minneapolis; Joe Imhof, Milwaukee; Ralph Amacher, Kansas City, and Ed Stevens, St. Louis.

Business-Building Theme of Ohio ITO Convention in Columbus, Oct. 26-28

Special to THE DAILY

COLUMBUS, O., Sept. 14.—Business-building techniques for all 780 indoor and drive-in theatres in Ohio will be highlighted at the Drive-in and Indoor Theatre convention of the Independent Theatre Owners of Ohio to be held Oct. 26-28 at the Deshler-Hilton Hotel here.

Speakers for the convention were announced by Marshall Fine, acting president of ITOO, and convention committee chairman. Annual pre-convention meeting of the board of directors will be held Oct. 26. First business session will be held Oct. 27 and will be devoted to business-building research.

Sectional Campaign Plan

Dr. Robert Miner, chairman of the business organization department of Ohio State University, will speak on marketing and merchandising. His talk is based on a thesis developed last spring by Stanley Rinehart, graduate student at Ohio State, on the film industry.

Merchandising of concessions will be the theme of a talk by Philip Lowe, president of the National Association of Concessionaires. A representative of Wheeler, Kight and Gainey, Columbus advertising firm, will discuss a proposed plan for sectional and statewide campaigns for Ohio theatres. The plan was prepared by the agency.

Role of newspapers, radio and television in theatre advertising will be discussed at the Oct. 28 business session. Mel Tharp, director of consumer research for the Columbus "Dispatch," will speak on newspaper advertising. Herbert Evans, general manager of radio station WRFD, Columbus-Worthington, will discuss radio, and James Leonard, general manager of television station WLW-C, Columbus, will talk about television.

Two directors of advertising and publicity from major film companies will speak at the session. Their names will be announced later. Election of officers is scheduled for Oct. 28.

Tribute to Adams

Annual banquet, to be held that evening will be a tribute to Horace Adams, president of ITOO for the past five years, and president of national Allied for the past two years. Irving Dollinger, Allied representative with the American Congress of Exhibitors, will be the principal speaker.

The convention committee, in addition to Fine, includes Louis Wiethe, Cincinnati; Sam Schultz, Cleveland; Frank Murphy, Cleveland and Jack Armstrong, Bowling Green.

Belafonte to Palace Stage Starting in Dec.

Harry Belafonte will open at the RKO Palace for a special limited engagement of eight weeks on Tuesday evening, Dec. 15. He will be seen six times weekly, in five evening performances, Tuesday through Saturday at 8:30 P.M., and one matinee performance on Sundays at 3:00 P.M.

Phil Stein will be executive producer, with Ralph Alswang handling staging and lighting, and Robert Corman musical director.

Reserved Seat Basis

The Palace Theatre will revert to a completely "live" presentation policy during Belafonte's appearance. Tickets will be on a reserved seat basis and mail orders are now being accepted for the first eight weeks. Prices will range from $2.50 to $6.00 for weekday evenings and the Sunday matinee performance, and from $2.50 to $7.50 on Friday and Saturday evenings.

Free 'Thank You' Shows At Drive-Ins Popular

Special to THE DAILY

ALBANY, N. Y., Sept. 14.—In a popular "Thank You" gesture by area drive-ins, Fabian's Mohawk in Colonie, Saratoga in Latham, and Riverview at Rotterdam, joined to stage an "End of Summer Party," with gratis admission and free hot dogs, popcorn and Pepsi-Cola.

Extra bonus gifts were distributed to the first 300 cars at the three drive-ins. Rain hats went to the ladies, cigars to the men, and candy to the children. The promotion was strongly advertised in area newspapers and on the screens. Some of the giveaways were "promoted"; others purchased.

Canton Town Leased

CANTON, O., Sept. 14.—The Town Theatre here has been leased by Irving Reinhart, son of the late Harry Reinhart, who owned the Mozart Theatre in Canton.

PEOPLE

Steve Dobrovner has been added to the exploitation staff of MCP Film Distributing Co., Hollywood. He is a graduate of Duke University.

□

Irving Lester, in charge of motion picture advertising for Hearst Advertising Service and Pictorial Magazines, is now headquartered in the new Hearst offices at 410 Park Avenue, New York City.

□

Sam Peroff, sales representative with MGM in Atlanta, has returned to his former position as office manager.

□

Sam Shubouf, manager of Loew's Ohio, Columbus, has been appointed a member of the public relations subcommittee of the newly-reorganized Downtown Study Committee. The latter was appointed by Mayor M. E. Sensenbrenner to develop plans for revitalizing the downtown district.

□

Stephen F. Kesten has joined WNTA-TV as assistant director of publicity, it was announced by Malcolm C. Klein, vice-president and general manager. Kesten was formerly with United Artists Corp., where he spent two years in publicity and exploitation.

□

George E. Eaton of Kodak Research Laboratories has been re-elected president of the national society of Photographic Scientists and Engineers for a two-year term, 1959-61. Steven Levinos of Ansco was named executive vice-president.

Criss Confirmed in Allied Artists Post

From THE DAILY Bureau

HOLLYWOOD, Sept. 14. — Lamar Criss, who has been acting assistant comptroller of Allied Artists Pictures Corp. since Aug. 24, was elected to that office by the board of directors at its meeting at the studio last week. Criss succeeds Andrew MacDonald, who resigned to accept a similar position at Universal International. Criss joined Allied Artists 14 years ago.

'10 Seconds' Into Albee

United Artists' "Ten Seconds To Hell" opens at the RKO Albee Theatre in Brooklyn with UA's "Day of the Outlaw" tomorrow. It is the first New York engagement for "Day of the Outlaw."

THE GEVAERT CO. OF AMERICA, INC.
GEVAERT
Sales Offices and Warehouses at
Photographic 321 West 54th Street New York 19 New York
materials of 6601 N. Lincoln Ave. Lincolnwood, Ill. (Chicago)
extraordinary 6370 Santa Monica Blvd. Los Angeles 38 California
quality for over 1355 Conant Street Dallas 7 Texas
half a century 1925 Blake St. Denver 2 Colorado
A Complete Line of Professional Cine Films

REVIEW:

Subway in the Sky

UA

Ingeniously contrived to achieve suspense and boasting the presence of Hildegarde Neff for sex appeal and Van Johnson for solid professional acting, this melodrama from the British producing team of JohnTemple-Smith and Patrick Filmer-Sankey is well done for its category. Lifting it above the soap opera class are the performances of Miss Neff as a night club singer, and by Van Johnson as a U.S. Army doctor sought by the military police on charges of black marketing drugs and murder.

The action is kept on the move and the story threads carefully woven in the meticulous manner of the British in the direction by Muriel Box. The screenplay is by Jack Andrews from a play by Ian Main.

Miss Neff subleases an apartment in Berlin from Katherine Kath, Johnson's wife, without knowing anything about her or her husband. Her first night there she finds Johnson hiding on the terrace. He tells her he has been falsely accused of selling drugs on the black market, that the military police are after him, that he has not seen his wife in six months and that he is looking for her on the possibility that she may have stolen the key to the drug vault from him.

Miss Neff believes his story and hides him from the police. Cec Linder, captain of the M.P.'s, plays a cat and mouse game with the pair, being practically certain that Johnson is hiding in the apartment. Miss Neff's growing love for Johnson is in conflict with her doubts about his guilt. Both elements add to the suspense until Johnson's stepson is revealed as the villain and is knocked out by Miss Neff in as brutal a man and woman fight as has been seen recently on the screen.

Miss Neff's sensuous appeal is effectively displayed in a night club scene in which she sings a hot ballad "It Isn't Love" and in a sequence in a shower at the apartment.

Running time, 85 minutes. General classification. September release.

J.D.I.

Plan Film Festival For New Murray Hill

An International Festival of Films, consisting of previews of new films from five countries, will be held at the new Murray Hill Theatre here, just prior to its public opening. Entire proceeds of the performances will go to the scholarship fund of the United Nations International Children's School.

Starts Oct. 3

The festival will run from Saturday, Oct. 3, to Tuesday, Oct. 6, at the new Rugoff and Becker showcase. Films from Scandinavia, the United Kingdom, France and Latin America will be screened, with the festival concluding with the American premiere of Universal - International's "Pillow Talk," which will be the first regular attraction at the Murray Hill.

MCA, Offering Public Stock, Shows Growth as Entertainment Giant

An index of the rapid growth of Music Corporation of America as an entity in the entertainment world and of its growing importance in the motion picture industry is given in the prospectus issued this week in connection with the company's first public offering of stock.

MCA owns the Universal studio and, under the terms of its purchase of the studio property for $11,250,000 last February, leases it to Universal Pictures for a minimum of $1,000,000 annually.

Continued Growth

In 1958 MCA's gross revenues were $48,400,000 compared with $39,500,000 in 1957 and $15,200,000 in 1954. Earnings last year were $4,328,000 equal to $1.18 a common share, up from $4,121,000 the preceding year or $1.12 a share. The prospectus shows continued growth this year with earnings in the first six months of 1959 at $2,457,000 or 67 cents a common share compared with $2,381,000 or 65 cents a share in the first half of 1958.

The statement shows MCA's revenue from television films and studio rentals far exceeds the money the company receives in agency commissions, its original business. Last year the TV film and rental revenue totalled $38,600,000 while agency commissions totalled $8,800,000.

Applies For Permission

The company has applied for SEC permission to issue 400,000 shares of common stock to the public and plans to apply for listing on the New York Stock Exchange. Chief holders of the present outstanding stock are Jules G. Stein with 1,430,000 shares and Lew Wasserman with 715,000 shares.

Albany Drive-In Installs Heaters; Remains Open

Special to THE DAILY

ALBANY, N. Y., Sept. 14.—Fabian's Mohawk Drive-in, located midway between Albany and Schenectady, is installing Bernz-o-matic heaters for winter operation. Division manager Elias Schlenger said the change-over will be ready by Oct. 15.

Five hundred heaters have been ordered for the almost-1,000-car drive-in, the largest in this immediate area and slightly surpassed in size by only one other drive-in in this exchange district. The Mohawk also will have a snow plow. The concession stand and rest rooms will be heated.

Admission will continue to be 80 cents for adults, no extra charge being made for heaters.

Jim Fisher, owner of the Hollywood at Averill Park, N.Y., was the first to install heaters and schedule winter operation in this section. Later Alan V. Iselin did likewise, on a bigger scale, at the Turnpike in Westmere and then, at the Auto-Vision in East Greenbush.

Korea To Turn Out 150 Features In '59

From THE DAILY Bureau

WASHINGTON, Sept. 14. — The young Korean motion picture industry expects to produce some 150 feature films this year, according to a Commerce Department report.

Film chief Nathan D. Golden said this compared with about 84 films produced in 1958 and is approximately ten times 1954 production. Some 65 features have already been produced this year.

Probably the biggest impetus to the growth in production was a 1954 law exempting domestic films from the 115% theatre admissions tax. Right now there are three motion picture studios in Korea, with some 74 companies listed as producers.

Veeck to Speak

(*Continued from page* 1)

Sherman in Chicago Nov. 8-12.

Veeck, widely known as a top-grade showman whose promotional activities fanned boxoffice attendance for the White Sox tremendously, will address the luncheon on Tuesday, Nov. 10, convention program co-chairmen Richard H. Orear of Kansas City, Gerald J. Shea of New York, and Dwight L. Spracher of Seattle, announced. Veeck accepted the invitation to speak jointly tendered by George G. Kerasotes, TOA president, and David Wallerstein, President of Balaban and Katz and chairman for the convention.

Veeck's noon appearance will be preceded by a morning showmanship session, at which Robert Selig of Denver, Colo., will be chairman, and Max Youngstein of United Artists, and Joseph Levin of Embassy Pictures will be among the speakers.

Adrian Services Wed.

HOLLYWOOD, Sept. 14. — Funeral services for Gilbert Adrian, 56, film dress designer and husband of actress Janet Gaynor, who died yesterday following a stroke, will be held Wednesday, 3 P.M. at Pierce Brothers Hollywood Mortuary. Adrian is survived by his widow and son, Robin.

Mrs. Theresa Andrews

CLEVELAND, Sept. 14.—Funeral services were held here last week for Mrs. Theresa Andrews, mother of Stephen and William Andrews, shippers for the M-G-M and Paramount exchanges here, respectively.

'Skyscraper' to Burstyn

World distribution rights to "Skyscraper," a 20-minute film which was awarded first prize at this year's Venice Film Festival, have been acquired by Joseph Burstyn's Film Enterprises.

October Popcorn Fete To Stress Merchandisin

Popcorn will be spotlighted in t most potent national promotion in t history of the product, the 8th a nual Popcorn Fall Festival.

The advertising and merchandisi event, coordinated by the Popcorn I stitute, is timed to deliver its sal messages to consumers during t middle of October and early Nover ber, the peak sales period for th high-profit item. Climax of the car paign will be National Popcorn Wee October 25-November 1.

Extensive Promotions

The 1959 Popcorn Fall Festiv will be supported by national telev sion and outdoor advertising; the mo extensive publicity ever to appear c behalf of popcorn in national mag zines and newspapers and on radi and television; a full line of powerf point-of-sale materials; and hard-hi ting trade promotion.

The full impact of this huge pro motion will be channeled into pop corn sales in the nation's theatres vi merchandising materials produced b the Popcorn Institute and the Co Cola Company, trade promotion, an national publicity beamed at the mo vie-going public.

Two entirely new types of point of-sale aids have been produced b the Institute to help concessionaire cash in on the Popcorn promotion One is an unusual poster kit, the othe a set of two announcement trailers which sell popcorn exclusively.

Former Loew's House Renamed the Donnelly

Special to THE DAILY

BOSTON, Sept. 14. — Cardinal Cushing has announced that the former Loew's State Theatre in the Back Bay will be named the Donnelly Memorial Theatre in honor of one of New England's most distinguished Catholic families.

The theatre was purchased recently by the archdiocese for year-round use in the church's educational activities. It will be open to the public at certain times for the showing of religious films. It was tentatively called the Cardinal Theatre.

Cardinal Cushing announced "a princely benefaction made to the archdiocese of Boston by Edward C. Donnelly, Jr., and Mrs. Raymond Stuart on behalf of the Donnelly family in memory of deceased members." Donnelly is president of John Donnelly & Sons and its affiliates and is a national leader in outdoor advertising. He has headed the Suffolk County March of Dimes and has been active in many other worthy causes including the Jimmy Fund.

'Cordura' Premieres

(*Continued from page* 1)

announced yesterday by Rube Jackter, Columbia vice-president and general sales manager.

Jackter said that the twin openings would launch a series of key city engagements currently being negotiated.

K Exhibitors

(*Continued from page* 1)

landlines. If coin television were oduced it would be an easy matter them to implement it through their ting channels.

Exhibitors would then, this delegate med, be in a position of seeing their is relayed from other cinemas and t was an eventuality which would npleted eliminate independent the- emen. He urged that the Association gage forthwith in an inquiry and if essary send delegates to Canada l the U.S. to examine the position re.

Cites Skouras' Warning

The London branch spokesman re- nded General Council that Spyros ouras had warned the Association's nual convention that the moment ll TV appeared independent exhibi- s might as well sell out.

This London man referred to FIDO d reminded delegates that when the ganization was brought into being ny theatremen wanted its opera- ns coupled with Toll TV. They had en unsuccessful in that endeavour. as there something sinister in that? wanted to know.

Speaking for the executive, the As- ciation's treasurer, Lord Westwood, id that the whole matter was in his ind when he had proposed at the eeting of the industry's Five Associa- ons' Committee that the industry ap- y for the control of the proposed elevision Third Channel.

Thoroughly Alerted

At the end of the debate it was greed that enquiries be made in Can- da and the U.S. as well as of the ppropriate Government Departments.

The general council will not assem- le again until Nov. 11 but it may be ccepted that a great deal of back- age work will be put in by the associ- tion's very active finance and manage- ent committee in the meantime. In- ependent theatremen throughout the ountry are now thoroughly alerted to e peril of uncontrolled Toll TV.

Comment has been made concern- ng the remarkable discretion exhibited y delegates to the general Council in egard to the identity of the combines nterested in Toll TV. But the Rank rganisation, at least, has made no ystery of its interest in the medium f Toll TV.

Rank's TV Interests

As long ago as August, 1958, in a ontribution he made to the National rovincial Bank Review, John Davis, he Organisation's deputy chairman, ad this to say:

"For the specialised appeal—which eans millions of people—a further de- elopment in visual entertainment is n the horizon, namely, coin-in-the-slot elevision, or, perhaps a better descrip- ion, the 'home cinema'. Whilst I know owerful interests will resist its intro- luction and certain legal difficulties will have to be overcome, I am con- inced that it will be with us one lay."

It was announced here recently that the Rank Organisation had formed a new private company, Rank Relays Services, which "is intended to bring together all the various aspects of the Group's growing radio and television relay operations."

Attempts will doubtless be made to elucidate the position on Wedensday when Lord Rank reveals his annual report to the press.

20th Century-Fox's regional product and merchandising forum drew top Midwestern showmen to the Sheraton Blackstone Hotel, Chicago, yesterday; among them, left to right: Dale McFarland, Fourth Ave. Amusement Co., Louisville; David B. Wallerstein, Balaban & Katz, Chicago; Robert Conn, 20th-Fox Chicago manager; J. B. Giachetto, Frisina Amusement Co., and Ben Marcus, Milwaukee.

A. P. Wirephoto

Fox to Maintain Top Spot

(*Continued from page* 1)

feld remarks to the exhibitors.

"We have nineteen regional advertising and publicity managers throughout the U.S.," Einfeld noted, "more than any other company in the business. We will continually aid the exhibitor at the local-level through our sales force and our advertising-publicity force. It is this kind of cooperation between 20th-Fox and the exhibitor which will maintain the company's position as the number one motion picture organization in the world."

Doors Open to Merchandisers

At the meeting, special merchandising plans for Fox product was revealed, through a variety of non-industry speakers whose organizations are involved in 20th promotions. Einfeld made note of these speeches, stating:

"Just as our doors at the studio in Hollywood are open to independent producers, so are our doors open to merchandisers who will help pre-sell 20th productions at the local level and who will aid the exhibitor in each situation.

"For example, we are currently engaged in two promotions for "The Best of Everything"—one with "Harper's Bazaar" and the other with Allied Stores which will benefit every exhibitor—large theatre or small—who plays "Best." With each of these promotions, as well as with any of our merchandising programs, we only enter into a situation whereby the exhibitor will profit.

Proper Cooperation

"Tieing-in with Harper's and Allied expands our field force by the thousands, making representatives of these concerns part of the promotion on the picture in each situation."

Einfeld summed up: "One of the main reasons we are holding these area showmanship meetings, is to acquaint the exhibitor with the material he will have going for him on each of the pictures. With the proper cooperation between our branch managers, advertising-publicity managers and the exhibitor each of the promotions entered into will be utilized to the fullest."

First in a Series

The Chicago meeting, first in a series of the showmanship meetings resulting from the recently-concluded national sales meeting, was coordinated by 20th's midwestern branch managers: Robert Conn, Chicago; Howard Kinser, Indianapolis; Jack Lorentz, Milwaukee; and William Gehring, St. Louis.

In addition to Solomon's address at the meeting, 20th-Fox assistant general sales manager Martin Moskowitz also spoke.

Now 'Sword and Cross'

Samuel Bronston's scheduled motion picture based on the life of Christ, formerly titled "The Son of Man," has been changed to "The Sword and the Cross." Filming of the $4,000,000 production reportedly will begin in October, both at the Charmartin and Sevilla Studios in Madrid. John Farrow is serving as director and writer.

Pact Extension

(*Continued from page* 1)

in London, or the presence of the Board of Trade officials here.

In past years, the annual negotiations have taken place either in London or Washington, with either the American or British delegation making the crossing.

Asked By State Dept.

Johnston originally had planned to go to London to negotiate the extension, with the intention of urging the abandonment of all sterling conversion restrictions on earnings of the American distribution companies in Britain. However, he was asked by the State Dept. to remain here to aid in playing host to Soviet Premier Khrushchev when the latter visits Hollywood next Saturday. As a result, the British negotiations had to be conducted in the present manner.

One of the minor changes being sought in the agreement is a stipulation that American film earnings anywhere in the sterling area may be transferred to London and there converted into dollars exactly as though the sterling had been earned in Great Britain. The conversion right, of course, would be subject to the existing $17,000,000 annual ceiling on remittances by the American companies. The agreement permits balances above that amount to be employed for a variety of permitted uses. In addition, American companies are entitled to a bonus conversion amounting to one-third of the amount they spend on production in England.

May Be the Last

Some British sources have suggested that this year's agreement may be the last, in view of Britain's continuing economic improvement. Should it go on without interruption, it is felt, there will be no need for restrictions on sterling conversions of any kind.

4 Finished, 26 in Work In Hollywood Studios

From THE DAILY Bureau

HOLLYWOOD, Sept. 14.—No new films went into production last week, four were completed, making a total of 26 pictures before the cameras.

Completed were: "Savage Innocents" (Paramount-Magic Films) for Paramount release; "Hell Bent for Leather" for Universal-International; "Captain Buffalo" for Warner Bros.; "The Choppers" (Rushmore Prod.), independent release.

For 40 Years A Tradition Of Service

For over 40 Years Service and Quality has been Our Tradition.

Showmen all over America know they will get the best when they order

FILMACK SPECIAL TRAILERS

NEW YORK 630 Ninth Avenue

1327 S. Wabash Ave., Chicago 5, Ill.

Television Today

NTA's 'Storevision' Is TV In Markets

National Telefilm Associates has organized a new division, to be known as NTA Storevision, Inc., to equip away-from-home locations with television receivers. The first installation will be in New York City, in conjunction with WNTA-TV's "Day Watch," a 54-hour weekly schedule of live programming which will be carried to 400 major supermarkets in the New York metropolitan area.

"Day Watch" was devised by NTA after extensive research indicated a major need in daytime television programming. The low percentage of daytime viewing, which averages one-third of night time viewing stems, according to NTA, from the inability of those at home to immobilize themselves for long periods of time to watch television. Research has also established that women are reluctant to devote too much time to entertainment activities during houseworking hours. A third key problem of daytime service has been the lack of availability of people at the locations of the sets in their homes.

The "Day Watch" programming and Storevision concept were conceived by Ted Cott, NTA's vice-president in charge of owned and operated stations. Constant time reports, illustrated weather reports, up-to-the-minute news and bulletins, and complete sports news are some of the elements to be featured. In addition, important service features will be presented. The "Day Watch" schedule on WNTA-TV will be from 9 A.M. to 6 P.M., Monday through Saturday.

'Bourbon Street', New WB Series, Opens Oct. 5

"Bourbon Street Beat," a new full-hour series set in the colorful French Quarter of New Orleans, produced by Warner Bros. and starring Richard Long and Andrew Duggan, with Arlene Howell and new-comer Van Williams, debuts on ABC-TV Monday, Oct. 5, 8:30-9:30 P.M., EDT.

The weekly feature depicts the adventures of two private investigators: Rex Randolph (Long), a smooth, cultivated and handsome young New Orleans native, and Cal Calhoun (Duggan), an ex-police officer.

"Bourbon Street Beat" is sponsored by Libbey-Owens-Ford Glass Company, represented by Fuller & Smith & Ross, Inc.; Phillips-Van Heusen Corporation, through Grey Advertising Agency, Inc.; P. Lorillard Company, through Lennen & Newell, Inc.; Anahist Research Laboratories Division of Warner-Lambert Pharmaceutical Company, through Ted Bates and Company, Inc.; Reynolds Metals Company, through Lennen & Newell, Inc.; International Latex Corporation, through Reach, McClinton & Company, Inc.

Chicago Talent Show

Special to THE DAILY

CHICAGO, Sept. 14.—Local talent buyers will be shown how much real talent exists in their city during "Operation Exposure," a revue scheduled for Sept. 18 at Fred Niles Studios. Between 800 and 1,000 buyers of talent for still photography, live and filmed television commercials, radio, conventions and sales meetings are expected to attend.

Boston Exhibitors Hear New 20th-Fox Program

Special to THE DAILY

BOSTON, Sept. 14. — The Little Theatre, of the 20th-Fox exchange, was filled this afternoon with top circuit executives, theatre owners and bookers, who heard branch manager Al Levy and publicist Phil Engel tell of the Fox productions coming through for 1960. Trailers on "The Best of Everything" and "Hound Dog Man" were shown.

Exhibitors Given Kits

Levy read a wire from Buddy Adler telling of other productions and explained the Spyros Skouras sales drive. All exhibitors were given kits outlining the productions which will be available.

'Windjammer' Set for S-W Capitol in Cin.

Special to THE DAILY

CINCINNATI, Sept. 14. — William C. Rush, managing director of the Capitol Theatre here, announced plans have been completed for the premiere of "Windjammer" in early November, at the Stanley Warner theatre, the only one in a radius of 300 miles of Cincinnati, equipped to show Cinerama and Cinemiracle.

Rush predicts this will be the inauguration of another new trend for the Capitol, as "Windjammer" is to be followed by "Ben-Hur."

Cleve. Theatre Reopens

CLEVELAND, Sept. 14.—Warner's Colony Theatre, deluxe first-run neighborhood house now closed for the installation of 70-mm equipment, is scheduled to reopen Sept. 26.

Mrs. Anne Horne

Funeral services will be held at 1 P.M. this afternoon at The Riverside Chapel, Brooklyn, for Mrs. Anne Horne, wife of William Horne, independent film distributor. Mrs. Horne died yesterday.

Relight Va. House

PETERSBURGH, Va., Sept. 14.—The Rex Theatre here, dark for more than a year, will be reopened on Sept. 17, by Neighborhood Theatres.

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; Col, Columbia; MGM, Metro-Goldwyn-Mayer; Par, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope, te, Techirama; vv, VistaVision; rs, Regalscope.

► SEPTEMBER

AA—WEB OF EVIDENCE: Van Johnson, Vera Miles
AA—CALLING NORTH POLE, c, cs: Curt Jurgens, Dawn Addams
AIP—SIGN OF THE GLADIATOR, c, cs: Anita Ekberg, George Marshall
MGM—FOR THE FIRST TIME, c, cs: Mario Lanza, Zsa Zsa Gabor
MGM—TARZAN, THE APE MAN, c, cs: Denny Miller
MGM—IT STARTED WITH A KISS, c, cs: Debbie Reynolds, Glenn Ford
PAR—THAT KIND OF WOMAN: Sophia Loren, Tab Hunter
20-FOX—BLUE ANGEL, c, cs: Curt Jurgens, May Britt
20-FOX—THE OREGON TRAIL, c, cs: Fred MacMurray, Nina Shipman
UA—INSIDE THE MAFIA: Cameron Mitchell
UA—TAKE A GIANT STEP: Johnny Nash
WB—LOOK BACK IN ANGER: Richard Burton, Claire Bloom
WB—YELLOWSTONE KELLY, c: Clint Walker, Ed Byrnes

► OCTOBER

AIP—THE BUCKET OF BLOOD: Barboura Morris, Dick Miller
AIP—THE LEECHES: Ken Clark, Yvette Vickers
BV—THE BIG FISHERMAN, c, 70mm: Howard Keel, Susan Kohner
COL—THE TINGLER: Vincent Price, Judith Evelyn
COL—THEY CAME TO CORDURA: c, cs: Gary Cooper, Rita Hayworth
COL—THE CRIMSON KIMONO: Victoria Shaw, Glenn Corbett
COL—THE MOUSE THAT ROARED, c: Jean Seberg, Peter Sellers
MGM—GIRLS' TOWN: Mamie Van Doren, Paul Anka
MGM—LIBEL: Dirk Bogarde, Olivia De Haviland
PAR—BUT NOT FOR ME, vv: Clark Gable, Carroll Baker
20-FOX—THE BEST OF EVERYTHING, c, cs: Hope Lange, Joan Crawford
20-FOX—FIVE GATES TO HELL, cs: Dolores Michaels, Patricia Owens
UA—THE WONDERFUL COUNTRY, c: Robert Mitchum, Julie London
UA—TIMBUCTU: Victor Mature, Yvonne DeCarlo
UA—COUNTERPLOT: Forrest Tucker, Allison Hayes
UNI—PILLOW TALK, c, cs: Rock Hudson, Doris Day
WB—THE FBI STORY, c: James Stewart, Vera Miles

► NOVEMBER

AIP—GOLIATH AND THE GOLDEN HORDE, c, cs: Steve Reeves
BV—THIRD MAN ON THE MOUNTAIN, c: James MacArthur, Janet Munro
COL—MAN ON A STRING: Ernest Borgnine, Kerwin Mathews
COL—BATTLE OF THE CORAL SEA: Cliff Robertson, Gia Scala
COL—BABETTE GOES TO WAR, c, cs: Brigitte Bardot, Jacques Charrier
COL—SATAN'S BUCKET, c, cs: Cornel Wilde, Victoria Shaw
COL—KILLERS OF KILIMANJARO, c, cs: Robert Taylor, Anne Aubrey
MGM—HOUSE OF SEVEN HAWKS: Robert Taylor, Nicole Maurey
MGM—WRECK OF THE MARY DEARE: Gary Cooper, Charlton Heston
PAR—CAREER: Dean Martin, Shirley MacLaine
PAR—THE JAYHAWKERS, c: Jeff Chandler, Nicole Maurey
20-FOX—THE HOUND DOG MAN, c, cs: Fabian, Stuart Whitman
20-FOX—JOURNEY TO THE CENTER OF THE EARTH, c, cs: Pat Boone
UA—ODDS AGAINST TOMORROW: Harry Belafonte, Robert Ryan
UA—SUBWAY IN THE SKY: Van Johnson, Hildegarde Neff
WB—A SUMMER PLACE, c: Dorothy McGuire, Richard Egan
WB—"30": Jack Webb

Honor Max Youngstein

(*Continued from page 1*)

Theatres, and William German, president of W. J. German, Inc.

The Joint Defense Appeal is the fund-raising arm of the American Jewish Committee and the Anti-Defamation League of the B'Nai B'rith. The two seek a national total of $6,100,000 this year for the support of their program devoted to combatting bigotry, safeguarding human rights and promoting inter-faith harmony.

Youngstein, who is active in numerous charitable, civic and industry-wide organizations, is being honored for his "distinguished community service and outstanding leadership in the advancement of human rights causes."

In addition to his activities on behalf of UA, he has served as public relations chairman of the motion picture industry's drives for the March of Dimes, Cerebral Palsy, United Jewish Appeal and the National Conference of Christians and Jews.

Sidney Pink's Plans

HOLLYWOOD, Sept. 14. — Sidney Pink, producer of "Invasion of Mars," first feature in the CineMagic process, plans his own distribution organization using ten key sales executives covering respective areas in the United States and Canada, maintaining home office headquarters at Hal Roach studios.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

)L. 86, NO. 54 NEW YORK, U.S.A., WEDNESDAY, SEPTEMBER 16, 1959 TEN CENTS

ovt. Files

∧nti-Trust ;uit Vs U. A.)n TV Films

laims Buyout of AAP, &C Cuts Competition

From THE DAILY Bureau

WASHINGTON, Sept. 15.—United tists Corp. and its subsidiary, iited Artists Associated, Inc., were arged with violation of the Clay- ı Anti-Trust Act in a civil anti- ıst action filed by the Federal Gov- ıment here today involving UA's quisition of the assets of Associated

(*Continued on page* 4)

enn. House Approves enal Code Changes

Special to THE DAILY

HARRISBURG, Pa., Sept. 15.—Sen- e amendments to legislation (SB- 01) to ban obscene motion pictures shows in Pennsylvania were con- rred in last night by the House 0-0 and sent to Gov. Lawrence for proval.

The bill changes provisions in the te penal code which were declared constitutional by the United States preme Court which threw the orig- il law out on grounds its language ıs vague and failed to define ob- enity.

The measure states: "An exhibition all be deemed obscene if to the

(*Continued on page* 3)

erman, Emanuel Have ew Distribution Firm

Arthur Kerman and Dave Emanuel ve announced formation of a new tribution company to be called vernor Films, Inc. They will retain eir association with Tudor Pictures, o located at 375 Park Avenue here.

Governor Films has national dis- bution rights to six features, "Carry

(*Continued on page* 6)

ELEVISION TODAY—page 4

Famous Players Canadian Reports Six Months Profit of $1,104,906

Special to THE DAILY

TORONTO, Sept. 15.—Net profit of $1,104,906 is reported by Famous Players Canadian Corp. for the first six months, after provision for income taxes but including profit of $143,237 realized on sale of fixed assets.

For the first half of 1958, the company reported net of $1,376,675, including profit of $53,728 realized on the sale of fixed assets. Earnings for the 1959 half amounted to 63 cents per share as compared to 79 cents per share on the same basis for the first six months last year.

John J. Fitzgibbons, president and managing director, attributed the decline in earnings to weaker box office

(*Continued on page* 3)

Kirsch Urges Support For Skouras Fox Drive

Special to THE DAILY

CHICAGO, Sept. 15. — A call for support from exhibitors for the Spyros P. Skouras sales drive came from Allied States' official, Jack Kirsch at the closing session, of the 20th Century-Fox area showmanship meeting here yesterday.

The meeting, presided over by 20th

(*Continued on page* 3)

Adler Heads Net Sales For Para. TV Prods.

Stretch Adler has been named director of network sales for Paramount Television Productions, effective Oct. 5, and will headquarter in New York, it was announced here yesterday by Jim Schulke, vice-president in charge of PTD. Adler will be responsible for the sale of Paramount's

(*Continued on page* 2)

Over $5,000,000 for Each of 10 UA Films

United Artists has ten and possibly 12 films released this year which should do more than $5,000,000 each in film rentals worldwide, Robert S. Benjamin, board chairman, stated in an interview published in the Wall Street Journal yesterday. The article noted the high profits and revenues being achieved by the company this

(*Continued on page* 2)

come on and join

Advt.

Confirmed

Selznick-B.B.C. TV Film Deal Is Completed

FIDO to Consider Deal Oct. 1; Regarded As Test

By WILLIAM PAY

LONDON, Sept. 15. — British Broadcasting Corp. today confirmed that it has completed a deal with David O. Selznick for telecasting rights to a number of his pictures.

While B.B.C. refused further information about the deal at this stage, it had been widely reported in the trade earlier that the negotiations involved between 15 and 18 films at a price of around $2,800,000.

It is understood the first of the films will be televised here by B.B.C. around the end of the year.

After press reports here had stated

(*Continued on page* 2)

'Hawaii' Book Tie-In Will Run for Two Years

United Artists, the Mirisch Company, and Random House have joined forces for a joint book-film promotion on behalf of James Michener's new novel "Hawaii" that will extend over a period of two years. The budget for the project is $100,000, described as a record and only one of the unusual

(*Continued on page* 6)

Blumenstock Named V-P For Schlaifer on Coast

Sid Blumenstock has been appointed vice-president in charge of the West Coast offices of Charles Schlaifer & Co., Inc., advertising agency, Schlaifer announced yesterday. Blumenstock will assume his new post early in October, at which time he will leave Embassy Pictures Corp., where he has been vice-president in charge of advertising and promotion in the New York office.

Blumenstock has held executive advertising positions with 20th Cen-

(*Continued on page* 2)

PERSONAL MENTION

RUBE JACKTER, Columbia Pictures vice-president and general sales manager, leaves New York today for Cincinnati, where he will be guest speaker tonight at the Allied Ohio Valley Convention.

•

BURTON E. ROBBINS, National Screen Service vice-president in charge of sales, left New York yesterday for Chicago, where he will meet with exhibitors and visit the local NSS exchange. He will return to New York at the weekend.

•

CHARLES SIMONELLI, Universal Pictures Eastern advertising and publicity department manager, departed from New York yesterday for Cleveland, Detroit and Chicago. He will return here over the weekend.

•

JOSEPH FRIEDMAN, Paramount Pictures exploitation manager, is in St. Louis today from New York.

•

JAMES NICHOLSON, president of American-International Pictures, flew to Cincinnati from Hollywood yesterday, to participate in the Allied Ohio Valley Convention.

•

J. H. HARRISON, Wilbey-Kincey general manager, has returned to Atlanta from Winter Park, Fla.

•

TOM JONES, Storey Theatres executive in Atlanta, is back at his desk following a two-week vacation.

•

MRS. ERNEST INGRAM, wife of the Ashland and Lineville, Ala., theatre owner, recently gave birth to a son.

•

LINDA BURNETT, United Artists booker in Atlanta, has returned to her desk following recovery from an automobile accident.

Att: ALL THEATRES
...it's SCREEN TIME!
NATIONAL SCREEN'S BIG NEW PROMOTIONAL BUSINESS BUILDER
Your copy available at your NATIONAL SCREEN EXCHANGE

Warner Executives at Royal Navy Dinner

From THE DAILY Bureau

LONDON, Sept. 15.—A dinner for United States and British film industry leaders was given aboard the aircraft carrier H.M.S. Victoria last night by the governors, president and members of the Royal Naval Film Corporation, with Admiral of the Fleet The Earl Mountbatten of Burma as host.

Jack L. Warner, president of Warner Bros. Pictures; Benj. Kalmenson, the company's executive vice-president, and Arthur Abeles, Continental manager and managing director in the United Kingdom, attended. British industry leaders included Sir Philip Warter, chairman of the board of Associated British Pictures Corp.; C. J. Latta, managing director of ABPC, and Jack Goodlatte, ABPC director.

Mountbatten, who is president of the Royal Naval Film Corporation, told the motion picture leaders that "the Royal Navy is deeply conscious of the consistent consideration with which the film industry has treated us," and he thanked the industry for its aid.

Ten UA Films

(*Continued from page* 1)

year with income likely to top $90,000,000, as compared with $84,000,000 in 1958.

The bright outlook for UA, the Journal said, is partly based on the fact that it has three top-grossing films now in release on which only half the total anticipated rentals from the domestic market have been realized to date. The three are "A Hole in the Head," expected to do over $5,000,000 domestically; "The Horse Soldiers," which will gross between $4,000,000 and $4,500,000; and "Pork Chop Hill," expected to reach $2,000,000.

Top film for UA for the year, the article notes, is "Some Like It Hot," which is expected to wind up with about $7,000,000 in the domestic market. The bulk of this gross has already been realized.

Benjamin also told the Journal that UA has not released any post-1948 films to television this year, compared with 72 features licensed to TV last year. He said further that "The Defiant Ones," which cost only $800,000, is expected to do over $5,000,000 in the world market.

'Hole' Gross $384,837

United Artists' "A Hole in the Head" has rolled up a $384,837 gross for its first nine weeks at Loew's State Theatere here, it was announced by William J. Heineman, UA vice-president.

Selznick Deal

(*Continued from page* 1)

that Selznick's production of "Gone with the Wind" was included in the deal, M-G-M issued a statement pointing out that ownership and control of this picture belongs to it, and M-G-M has no intention of making it available to television.

The deal is regarded in the trade here as probably the first important test of the effectiveness of the Film Industry Defense Organization, which previously was reported to have warned the producer that the consequences of a deal with B.B.C. would be a boycott of all of his pictures by every theatre in Great Britain. Heretofore, FIDO's strength has been sufficient to discourage major British and American companies here from selling any of their films to television.

FIDO's board of directors is scheduled to meet Oct. 1 to discuss the Selznick-B.B.C. deal.

10 Showings a Week For 'Ben-Hur' at State

M-G-M's "Ben-Hur" will have ten performances a week when it premieres at Loew's State Theatre here in November. Evening performances will be scheduled every night with matinees Wednesday, Saturday, Sunday and holidays.

The price scale for the film will be $2.00 to $3.00 Monday through Thursday evenings; $2.50 to $3.50 Friday, Saturday, Sunday and holiday evenings. Wednesday matinees will be scaled from $1.50 to $2.50 with all other matinees from $1.50 to $2.75.

With a running time of just under four hours evening performances will start at 8:00 P.M., Sundays at 7:30 P.M. Matinees will start at 2:00 P.M. There will be one intermission.

Celebration to Mark Birthday of Gershwin

A nationwide celebration under the auspices of the George Gershwin Memorial Foundation, which is sponsored by Cinema-Victory Lodge B'nai B'rith, is underway for the week of Sept. 26, the birthday of the late George Gershwin, born that day in 1898. Radio stations, television programs, schools and musical organizations will honor the composer.

In Washington, the Library of Congress will open a special exhibit of Gershwin memoriabilia to coincide with the premiere of "Porgy and Bess" in the national capital and in Cincinnati, the mayor will proclaim the week of Sept. 26 to be George Gershwin Week. Other cities are expected to follow suit.

20-Fox Merchandisi... Session Held in Pitt...

Special to THE DAILY

PITTSBURGH, Sept. 15.—One series of area showmanship meet... scheduled all over the United S... was held today at the 20th Cen... Fox exchange here. More than ... top western Pennsylvania exhib... attended as Nat C. Rosen, 20th ... tury-Fox branch manager, presid...

Plans for merchandising forth... ing 20th Century-Fox product, ... as "The Oregon Trail," "Five Gat... Hell," "Dog of Flanders," "H... Dog Man," "Beloved Infidel," ... Man Who Understood Women," ... Last Rookie," "Journey to the C... of the Earth," "The Best of E... thing" and "The Blue Angel" ... discussed.

Among those attending were M... Silver, Stanley Warner zone man... Bert Stearn, Co-Operative The... Service; J. T. McGreevy, H... Amusement Co.; C. C. Kellenl... Kel's Theatre Service and E... Stern, Associated Drive-In Thea...

Para. Names Adler

(*Continued from page* 1)

video-taped properties to netw... agencies and their clients.

PTP, which already has one n... tape pilot designed for network ... contemplates the production ... number of other pilots in the ... future. Announcement of this p... of the operation will be made s...

Adler, who has an extensive b... ground in all facets of broadcast s... comes to PTP from Official Fi... where he was in charge of sales ... both the syndication and network ... visions. Prior to that he was se... account executive handling netw... sales for Screen Gems. He form... was in charge of the Chicago o... of the radio and television dep... ment of the William Morris Age... handling network sales and prog... development.

New Blumenstock Po...

(*Continued from page* 1)

tury-Fox and Paramount Pictures. ... prior to his coming with Emb... he was publicity coordinator for ... 1959 Academy Award telecasts.

Schlaifer said that Blumensto... appointment will round out his c... pany's complete creative services ... ering all phases of advertising for ... tion pictures and allied fields.

250 'Disciple' Dates

Hecht-Hill-Lancaster and Bry... prod S.A. Productions' "The De... Disciple," a United Artists rele... will open in 250 major situati... across the country during the ... four weeks.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fe... Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Ho... wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau... Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo... Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-31... Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagh... Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y... as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec... class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1...

Kurtzman Honored At Boston Dinner

Special to THE DAILY

OSTON, Sept. 15. — More than friends of Charles E. Kurtzman, ner northeast division manager of w's Theatres, Inc., who is leaving ton for a national post in New k, attended a testimonial dinner in honor in the main ballroom of the raton Plaza Hotel. His Eminence dinal Cushing was speaker.

laques were presented to Kurtz- from the Commonwealth, the of Boston, the American Legion the Variety Club of New Eng- l, all commending him for his ef- s. It was reported by toastmaster man Knight of WNAC that the ceeds from the dinner will be dis- uted among Kurtzman's favorite rities. Eugene Picker, president of w's Theatres, announced he will to it that Kurtzman will have a ck from his company to add to the of charities.

Loew's Officers Attend

ll the officers of Loew's Theatres their wives were present, headed Leopold Friedman, chairman of the rd, Mr. and Mrs. Picker, John A. rphy, Mr. and Mrs. Jack Stillman, and Mrs. Arthur Tolchin, Ernest erling, Jim Shanahan and the fol- ing Loew's Theatres managers: Jim betts, Sam Gilman, Lester Pollock, k Clark, Bill Tradukis, Eddie ade, Harry Greenman. Speakers re Walter Diehl of IATSE, Judge ix Forte, Eugene Picker and orge Swartz, chairman of the eve- g. Head table guests included rry Kalmine and M. A. Silver of nley Warner Theatres, Maj. Leslie ompson of RKO Theatres, and Wil- n Elder who replaces Kurtzman in ston.

Tables for ten were taken by Sam- Pinanski of ATC, Martin Mullin of w England Theatres, Jay Golden of O Theatres, Louis Klebenov of C Vending, Ben Sack of Sack Thea- s. Others present were Louis Rich- nd, Michael Redstone, Ted eicher, Julian Rifkin, George Rob- s, Edward M. Fay, Albert Clark, nley Shein, E. Myer Feltman, Abe einer, Ben Bebchick, Bill Kumins, ul Levi, "Red" King, Sam Seletsky, C. McKinney, James Connolly, E. Loew, Harry Segal, Chester Gre- r, Helen Deveau Flaherty, Ken- h Mayer and Harry Feinstein.

enn. House Approves

(*Continued from page* 1)

erage person applying contempo- y community standards its domi- nt theme taken as a whole appeals prurient interest."

It increases the $500 fine in the old v to $1,500 and allows imposition a prison term up to two years.

At the same time, the House re- sed to concur in Senate amendments a companion bill banning obscene erature (SB-2237).

Already awaiting signature of the vernor is a measure (SB-373) setting a Pennsylvania state board of mo- n picture control.

Famous Players Report

(*Continued from page* 1)

attractions available in the second quarter this year than those available in the corresponding 1958 period. He notes in a message to stockholders, however, that current attractions "are proving exceptionally good" at the box office.

More New Equipment

Stockholders also are told that in addition to 70mm. equipment already installed in FPC theatres here and in Vancouver, installations are being made at Edmonton, Calgary, Winnipeg and Ottawa in anticipation of "Ben-Hur" and other long run attractions.

Fitzgibbons reports that FPC has joined with E. R. Jarmain, professional engineer of London, to form London TV Cable Service, Ltd., which will initially service 5,000 homes in North London. To this will be added Jarmain's community antenna system which is presently wired to service approximately 1,000 homes in South London. The community antenna system has been engineered to accommodate Telemeter at a future date, Fitzgibbons informs FPC stockholders.

"For the first Telemeter installation," he reports, "we have purchased the Kresge property in Etobicoke, which will be converted into a Telemeter studio designed to service a potential audience of 40,000 subscribers.

On Toll Television

"A long term arrangement has been signed with the Bell Telephone Co. of Canada to install and maintain cable for the Telemeter system.

"Much of our equipment has already been received and we are expecting delivery of the Telemeter boxes in sufficient quantity so that we can start before the end of this year connecting 1,500 sets."

Supplementary literature informs stockholders that it will cost about $5 to have a Telemeter attachment made to a home television set and that the subscriber probably will have to purchase a minimum amount of programming monthly at prices varying from five cents to $2.

Kirsch Urges

(*Continued from page* 1)

assistant general sales manager Martin Moskowitz and Chicago branch manager Robert Conn, heard of plans for the Skouras drive, which got under way at the recently concluded national sales meeting. At the opening session, the more than 200 midwestern exhibitors gathered at the Sheraton-Blackstone and heard merchandising and exploitation plans for the company's product between now and the end of the year.

Exhibitors Should Cooperate

In his speech, Kirsch told the assembled exhibitors: "Spyros P. Skouras is one of the industry's leading presidents in trying to do something for exhibitors. Every exhibitor should cooperate in this drive to make it a tremendous success. As far as Allied is concerned, you can tell Spyros that we will cooperate one hundred per cent in this drive."

In outlining plans for the sales drive, Moskowitz told the group of plans for himself, general sales manager Alex Harrison and assistant general sales manager C. Glenn Norris to travel to each of the 38 Fox exchanges and to meet with exhibitors across the United States. Moskowitz pledged 20th's continued support to exhibition and noted Fox's ambitious production schedule for 1960-61, as outlined earlier this month by president Skouras.

Sears to Retire; In Industry for 50 Years

Special to THE DAILY

MINNEAPOLIS, Sept. 16.—William Sears, general manager of the Minnesota Entertainment Enterprises, will end a 50-year career in the theatre business on the first of the year. He has announced his retirement from the drive-in theatre firm and will settle in Florida. Henry Greene, Minneapolis attorney, has been selected to replace Sears.

PEOPLE

Karl Fasick has joined Metro-Goldwyn-Mayer's publicity and advertising staff to handle special exploitation for the Boston engagement of "Ben-Hur." For the past eight years, Fasick had been advertising and publicity director for Loew's Theatres in Boston. The "Ben-Hur" engagement in that city will be at the Saxon Theatre.

□

Harold Brason has returned to Fox Theatre, Philadelphia, as general manager. He had been associated with the theatre as house manager for many years when it was operated by National Theatres, and left when the house was taken over recently by the Milgram Theatres.

□

Herman Weiner, Philadelphia attorney who heads the local combine operating the Ambassador art theatre in that city, has organized Annmarc Theatre, Inc. Operation of the Ambassador will be assumed by the new corporation.

Roxy Books 'Man'

Twentieth Century-Fox's "The Man Who Understood Women," starring Leslie Caron and Henry Fonda, will be the next attraction at the Roxy Theatre here.

Treyz Urges Foreign Policy for U.S. TV

"The future health and growth of U.S. television is intimately linked to television's development abroad, but the American television industry has no foreign policy," Oliver Treyz, president of the ABC-TV Network, said on his return here from a five-week inspection tour of foreign television activities in the Far East and Australia. His tour included stopovers in Singapore, Bangkok, Hong Kong, Tokyo, Melbourne, Adelaide and Sydney.

United Industry Effort

The ABC-TV executive called for a united industry effort—via a TV industry 'State Department'—to address itself to foreign exchange, balance of trade and related problems not only to implement the flow of U.S. programs overseas and thereby pave the way for improvement in the quality of programming, but to harness the latent forces of U.S. television to bring the American point of view through television to most of the areas of the free world.

As an example of the political consequences of current restrictions, Treyz cited an embargo on American programs imposed by the Japanese government on its networks.

Growth in Far East

This embargo affects the distribution of such vital coverage as the upcoming Khrushchev-Eisenhower exchange visits and other public service programs conveying the American point of view, such as "The Splendid American," a special, hour-long documentary on Laos to be telecast in the U.S. on Sept. 27.

Pointing up the growth of TV in the Far East, Treyz noted: "Television is fast emerging as a dynamic major force in many sections, particularly in Australia and Japan and even Thailand. In four years, television in Japan has grown to an estimated four million families, more than drive automobiles," he stated.

Serve All of Free World

"Unquestionably, the 45-million TV homes in the U.S. and current 27-million in other parts of the world are definitely dependent on each other. The 27-million need and want our programs; the 45-million need their programs sold abroad so that they constantly can be improved through growing foreign revenues which, when added to domestic, are essential for the improvement of quality."

Noting that American television cannot be served by the insular position of pride that "U.S. television is the best in the world," Treyz stated that our television can be made better if it is given a fair opportunity to serve not only America but all the free world.

Reopen Carma Theatre

BLUFFTON, O., Sept. 15.—George Carmack, owner of the Carma Theatre here, will re-open the house at the end of this month. The theatre has been closed for the summer.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

HARRY BELAFONTE's recent tour across the country was so successful that the 2 and half hour act (during which H. B. is seen on stage throughout) has been booked for 8 weeks at the Palace Theatre on Broadway, starting Tuesday, December 15. Phil Stein will be exec producer of this, Belafonte's first B'way appearance since 1955, when he appeared with Marge & Gower Champion in "Three For Tonight." . . . NBC's Jim Lowe has a new TV plot: A bank teller flashes a gun, hands a note to a depositor which demands money—to cover a low bank balance. . . . Jayark's "Bozo The Clown" telefilm bowed into the New York scene TVia Channel 11 Monday (5-5:25 P.M.) starting a new across the board sked which should make a strong bid for the moppet audience. Series is aided by the voice and antics of Bill Britten, former clown with the Ringling Bros. Circus, who appears "live" . . . Groucho Marx' telegram inviting us to listen to him tell about his program and new book tomorrow starts off with—quote—Just heard NBC is on a press party binge so I'm going East to get mine—unquote. . . . John Harris' "Ice-Capades of 1960" which recently opened at the Madison Square Garden is his best yet. And the music of the band in the Pit rates a Pat. . . . A new TV series, available on film and videotape, "Thinking Things Through," produced by Morlee Production and syndicated by Flamingo Telefilm Sales, Inc. will feature Mrs. Eleanor Roosevelt as moderator of informal discussions of world events by American and foreign exchange students.

☆ ☆ ☆

Some 44 additional colleges, making a grand total of 309 will offer academic credit in modern chemistry, starting Sept. 28 when NBC-TV's "Continental Classroom" returns to its regular sked. Program will again be "deaned" by Dr. John F. Baxter, on leave from his post as professor of chemistry at the University of Florida. . . . A 20-minute situation comedy, "Never start something you can't RE-finish" produced by John Fenton for Klaeger Films and sponsored by Dupont, is a new departure in industrial presentations. The hilarious film, in Ektachrome stars Nat Frye and was filmed in the east. . . . James A. Michener's new series, "Adventure in Paradise," starring Gardner McKay as "Adam Troy," will ABCommence Monday, Oct. 5 (9:30-10:30 P.M.) Titled "The Black Pearl," the initial seg will feature in the cast Patricia Medina, Anthony Steel, Kurt Kasznar and Lon Chaney, Jr. . . . With TV adaptation by Budd and Stuart Shulberg, P & G will sponsor the two-part dramatization of "What Makes Sammy Run?," TVia NBC Sunday, Sept. 27 and Oct. 4 (8-9 P.M., EDT) with John Forsythe and Larry Blyden heading the cast. . . . Edna Walker-Malcoskey's taped radio show, "Quest For Beauty," may get a chance on the nets due to success over local N'Orleans radio. Edna is a prize-winning poetess of the bayou country. . . . Jim Conway, the voice of Kellogg's on the "Andy Williams Show," has just signed to "pitch" Serta mattresses on the Alex Drir newscasts from the NBChicago TV outlet. Deal was set by Kal Ross and initial program will be seen Sept. 30. . . . The philosophical jazz pianist, called "The Baron," who'll be seen regularly in the forthcoming Warner Bros. full-hour series, "Bourbon St. Beat," over the ABChannels, is Eddie Cole, Nat King Cole's brother.

Britain Likes 'Pacific'

"South Pacific" in Todd-AO is racking up exceptional grosses in the British Isles, according to A. E. Bolengier, vice-president and treasurer of Magna Theatre Corp., producers of the film. Currently there are 11 engagements in the area. The Dominion Theatre in London has reported its top gross for the 71st week of its engagement and has to date accumulated a gross in excess of $1,500,000. The Gaumont Theatre in Manchester also reported one of its top grosses for the 70th week of its engagement and to date has accumulated a gross of approximately $750,000. The West End Theatre in Birmingham, the Queens Theatre in Newcastle, and the Gaumont in Glasgow, are currently in the 49th week of their engagements, and together have amassed a gross of approximately $1,000,000.

Warner Phila. Exchange Bldg. Sold for $180,000

Special to THE DAILY

PHILADELPHIA, Sept. 15.—Warner Bros. Pictures Distributing Corp. sold its modern air conditioned exchange building at 230 No. 13th Street to the National Accident and Health Insurance Co. of Philadelphia for $180,000. The local insurance firm will occupy the entire building.

U. A. Sui

(*Continued from page* 1)

Artists Productions and C. & C. F

The Government charges that acquisition of AAP and C. & which were formerly competitor UA in the distribution of feature to television, served to lessen petition in the field. From the companies, UA gained control of sets which include the complete 1949 libraries of both Warner and RKO Radio, it was stated.

Acting assistant attorney gener Washington, Robert Bicks, said acquisitions reduced "the alre limited number" of distributors films to TV and gave UA "a stoc films twice as large as the next c pany." The Government is concer over the situation, he said, beca feature films are "a staple commo of TV programming," forming "a s stantial part" of weekly station sch ules.

Screen Gems Case Pending

The suit is the second anti-t action to be filed against film c panies charging unlawful reductio competition in the distribution of fi to TV. Still pending is a case invo ing Screen Gems, Columbia Pictu its parent company, and Unive Pictures. The Government has tacked an agreement whereby Scr Gems acquired the Universal pre-19 library in addition to that of Colu bia.

At the present time Screen Gems restrained, pending trial and det mination of the case, from sublice ing additional Universal films at rate greater than 50 films in any months period. This approximates licensing rate under the Screen Ge —Universal agreement up to now.

NTA Moving to Coast No Loss of Activity

National Telefilm Associates, w airlift its home office, 30 key exec tives, their families and belongin from New York to Los Angeles ne week without a moment's loss in bu ness activity. The East-to-West sh will get under way at the close business Friday, Sept. 25, when squad of moving men invades t present headquarters of NTA in t Coliseum Tower here.

It will be finished the next busine day, Monday, Sept. 28, on the We Coast. At that time NTA's offices, wi the same staff and the same equi ment, will open in the National The tres and Television Building in L Angeles.

102 Book Cont. Duo

Some 102 theatres in the Cinci nati, Columbus and Dayton areas wi premiere Continental Distributing exploitation combination packag "Blitzkrieg" and "Breakout," begi ning Sept. 30.

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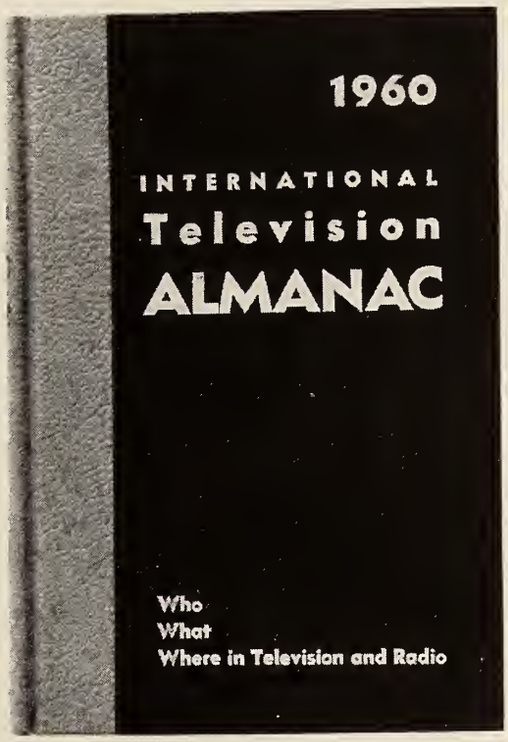

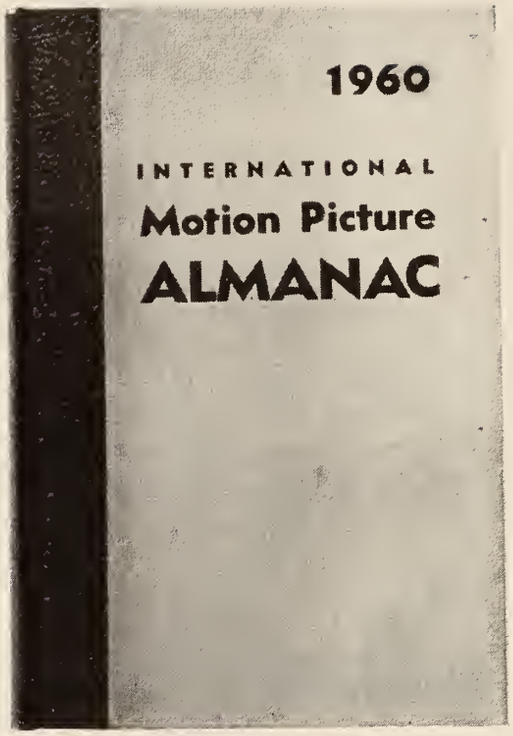

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REVIEW:

Third Man on the Mountain

Disney—Buena Vista

WALT DISNEY, in doing a motion picture adaptation of the James Ramsey Ullman novel, "Banner in the Sky," sent a crew off to the Swiss and French Alps. It is the expected thing that this group spent some three months filming the story and that the resultant background material is breath-taking, for that is characteristic of the Disney filming method. Indeed, the focal point of the picture, the salient factor to be used by exhibitors in selling the film, is the wonderful and authentic scenes in the Swiss Alps, in beautiful Technicolor.

Against this stunning background is told the story of the small Swiss village and its famed mountain guides, whose lives are spent scaling the awesome peaks, with tourists and real mountain climbers. The Ullman novel focuses on the young son, played by James MacArthur, of a noted guide who had died protecting a "client," according to the finest tradition of the guides. The boy's ambition is to climb the "Citadel," towering peak which has defied the best climbers, and a route to the top of which MacArthur is certain his father had found before his death. But the boy washes dishes in the local hotel, aided in his climbing practice by the cook, a former guide, and morally by Janet Munro, the proprietor's daughter. The two youngsters are in love.

The young man's climbing ambitions are frowned upon most vigorously by his mother and his uncle, played by Franz Lerner, himself a leading guide, but the boy persists in his desire to climb. On a mountain ledge he saves the life of Michael Rennie, famous British climber, and the latter backs him in his effort to gain consent to become a guide and climber. It is Rennie's ambition to climb the dangerous and dread Citadel, and MacArthur's cherished dream to be able to accompany him. Finally he goes anyway, to join Rennie and a guide from a rival town who had left to attempt the ascent. The village guides, with MacArthur's uncle leading them, start up after the boy. The climbers are successful, but only after the youngster has sacrificed his chance to reach the top to save the rival guide, who had been injured.

William H. Anderson produced the film, and Ken Annakin directed skillfully. Eleanore Griffin wrote the screenplay from the Ullman novel. Running time, 105 minutes. General classification. Release, in November.

CHARLES S. AARONSON

'Hawaii'

(*Continued from page* 1)

aspects of the campaign at a press conference yesterday conducted by Bennett Cerf, president of Random House; Fred Goldberg, UA national director of advertising, publicity, and exploitation; and Leon Roth, Mirisch vice-president.

The campaign will begin prior to publication of the book in November with Random House planning to spend $25,000 between now and Jan. 1, 1960. UA and Mirisch will then continue it through pre-production and shooting of the film, set for next year by Fred Zinnemann. Release of the film is not contemplated until sometime in 1961.

Has Two Objectives

Goldberg pointed out that the tie-in campaign will have two objectives: to build the Michener novel into a best-seller and keep it on the lists at least a year and at the same time to build "Hawaii" as a "top-flight film property." UA has learned in its experience with book promotion, he added, that to work with the publisher from the beginning pays off handsomely. He cited in particular the company's projects with "Not As a Stranger" and the forthcoming "Exodus."

Some specifics of the campaign, which is still in the process of being worked out, were presented by Roth. Included in the first phase will be heavy use of newspaper ads all over the country; network and local radio and television promotions; and displays in book stores and UA exchanges. These will follow the pr ress of the book on the best-sel lists, and work in film promotion stars are signed for the leading ro production begins, etc. There is a to be a promotion in which the pul will be asked to send in recomm dations for the actors they would l to see create the fictional characte

Book Club Selection

Cerf announced that the novel v have an initial print order of 100,(copies. It has already been selected the Book of the Month for Decemb he said, and will be published in t sections of the Readers Digest Co densed Books. Further, Readers D est Magazine will publish a sect in its domestic and international e tions and Life Magazine will repr the preface of the book as part of illustrated article.

In all, according to Cerf, it is es mated "Hawaii" will reach 25,00 000 readers including serializatio and book club selections timed w the initial publication.

Managers of Chakere Theatres in Meeting

Special to THE DAILY

CINCINNATI, O., Sept. 15.—C keres Theatres, Inc., are holding t Kentucky district managers mee at the Campbell House in Lexing Ky., today.

Phil Chakeres, president; M Chakeres, vice-president; Br Moryl, controller; Frank Collins, g eral manager; Jack Haynes, film b er, and Gene Luts, Kentucky dist manager, are at the meeting.

'Tomorrow' World Bow In Chicago Oct. 14

"Odds Against Tomorrow" will have its world premiere engagement on Wednesday, Oct. 14, at the Woods Theatre in Chicago. The opening of the United Artists release, a Harbel Production, is being accorded a big promotion campaign.

Already completed or under way are a tour by Harry Belafonte, who stars in the film; a book tie-up with Bantam Books, using rack cards, posters, radio and television; the release of two United Artists albums of recordings of the John Lewis music for the motion picture; a campaign with disk jockeys, music stores and other retail outlets handling records; and a cross-country promotion tour by director Robert Wise, which is now under way.

Sun, Sr., Hospitalized After Fracturing Hip

Special to THE DAILY

SPRINGFIELD, O., Sept. 15.—Gus Sun, Sr., aged 91, was admitted to Mercy Hospital here with a fractured hip. The veteran showman is one of the best known figures in vaudeville and theatre circles.

New Distribution Firm

(*Continued from page* 1)

on Sergeant" will be released in September. Set for October are "Serious Charge" and a combination, "The Incredible Petrified World" and "Teenage Zombies" In November, "The Devil's Partner," and an Italian import, as yet untitled, are scheduled.

Future product will be announced later for 1960.

'Life' Is Big Abroad

Universal-International's "Imitation of Life" is heading for the highest overseas gross in the company's history, Americo Aboaf, foreign general manager, announced. The film is establishing new marks in such countries as Brazil, Mexico, Argentina, Colombia, Cuba, Trinidad, Puerto Rico, Panama, Peru and Venezuela, he said.

'Top' Breaks Records

BALTIMORE, Sept. 15.—All existing box office records at the Playhouse, uptown art theatre, have been broken by the current engagement of "Room at the Top," according to manager Joel Lewis. Although in its 20th week, business continues above average and weekends are capacity.

THE BIG ONES...

are advertised in LIFE

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"THE BEST OF EVERYTHING"

in LIFE's September 21st Issue

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...ank Theatre ...rofits Rise ...o $6,738,400

...rease Attributed Largely ...Entertainment Tax Cut

By PETER BURNUP

...ONDON, Sept. 16.—Annual prof... ...rom theatre operations of the ... Organization, Ltd., were £2,-...000 ($6,738,400) for the period ...d June 27, 1959. The increase ... the previous year from £2,-...00 ($5,765,200) is largely at...table to the reduction in the ...tainments tax accorded in last ...s budget, according to a state... ... by Lord Rank accompanying ...se of the group's full accounts ...

...eliminary figures for the annual ...ations showing increased profits

(*Continued on page 2*)

...te to Retain S. C. ...y's 'Blue Laws'

Special to THE DAILY

...NDERSON, S. C., Sept. 16. — ... 685 persons cast their ballots in ...dvisory referendum here Tues... to determine whether or not ... want to repeal city ordinances ...ing Sunday movies and other ...sements.

...he vote to retain the city's "blue

(*Continued on page 6*)

...l-TV Not Likely in ...tain Soon, Davis Says

From THE DAILY Bureau

...ONDON, Sept. 16. — Toll-televi... is not likely to be adopted in ...t Britain for at least five and ...ibly ten or 15 years, John Davis, ...aging director of the Rank Or...zation, predicted today at a press ...erence during which the com...'s annual financial report was re...ed.

...sked about any plans his com... has for pay-TV, Davis declined ...ommit himself.

UA to Deny Anti-Trust Violation in Suit Involving Acquisition of Film Libraries

United Artists intends to file pleadings denying violation of the Clayton Act with which it and its subsidiary, United Artists Associated, Inc. were charged by the Department of Justice on Tuesday, Robert S. Benjamin, UA board chairman, said in a statement issued here yesterday.

Benjamin said UA has been advised by counsel that the transactions relating to UAA and the acquisition of residual distribution rights in a number of RKO features are not a violation of the Clayton Act. He pointed out that no notice was received by UA that the law suit was contemplated before the anti-trust complaint was filed.

In its suit the Government charged that the acquisition by UA of assets of Associated Artists Productions and C. & C. Films, formerly competitors of UA in the distribution of feature films to TV, "served to lessen competition in the field." UA acquired from AAP rights to the pre-1949 Warner Bros. feature library, and the RKO features from C.&C.

The suit is similar to an action previously filed against Screen Gems, Columbia Pictures and Universal Pictures, attacking an agreement under which S. G. acquired the Universal library in addition to that of Columbia. Trial in that case is still pending.

Norris, Feldman Will Address Texas Meetings

C. Glenn Norris, 20th Century-Fox assistant general sales manager, and Edward Feldman, newspaper-magazine publicity representative, will fly to Dallas, Texas this weekend to address the next in a series of area showmanship meetings being held by the film company. The meeting, to be coordinated by Tom McLeaster, Dallas branch manager, will hear merchandising plans for 20th product between now and the end of 1959, as well as plans for the Spy-

(*Continued on page 6*)

Urges Year 'Truce' In Film 'Cold War'

Special to THE DAILY

CINCINNATI, Sept. 16.—Bidding for unity between production and exhibition, and proposing a one-year "truce," James Nicholson, president of American-International Pictures, told delegates to the Allied Ohio Valley theatres convention here that "the Cold War between exhibitor and producer cannot end until there is understanding that each arm of our industry is helpless without the other."

Nicholson called attention to the

(*Continued on page 6*)

Interest Rises in 'Herald' Conferences With 34 Circuits to Be Represented

Industry interest in the forthcoming third series of Merchandising Conferences sponsored by *Motion Picture Herald* continues to rise with acceptances now received from executives of 34 circuits. The Conferences will be held here Sept. 23, 24 and 25.

Exhibitors from both the U.S. and Canada will participate in the meetings, previewing the latest product of major distributors and formulating valuable promotional concepts which they will share to their mutual advantage upon the return to their theatres.

Since the start of the Merchandising Conferences in the Spring of 1958, the *Herald*-sponsored event has won many new boosters. Theatre Owners of America, for example, recently informed its membership by bulletin that "exhibitors are remiss if they do not take advantage of the conference. We know of no comparable means for exhibitors to see product many months before it is released, and prepare themselves to merchandise the film when it comes."

Further attesting to the popularity of the Conferences and the values accruing from them, the Schine Circuit intends using attendance at the sessions as a prize in current showmanship contest. The circuit expects

(*Continued on page 3*)

Myers Says:

Allied 'White Paper' Drive Will Continue

'Folly' to Depend on ACE He Says: OKs Conciliation

Special to THE DAILY

CINCINNATI, Sept. 16.—To the surprise of no one here, Abram F. Myers, Allied States chairman and general counsel, told the combined conventions of Indiana, Kentucky, and West Virginia Allied here today that the national independent exhibitor organization will not abandon its so-called "white paper" campaign in favor of whatever relief the American Congress of Exhibitors might be able to obtain for hard-pressed exhibitors.

However, Myers urged exhibitors to make use of industry conciliation under the recent agreement of ACE and the Motion Picture Ass'n. of America that it be made available to help solve the problems of the small theatre.

"The only purpose of conciliation," Myers said, "is to afford an exhibitor the opportunity to appeal to the film

(*Continued on page 7*)

ACE-MPAA Committee Resumes Meets Sept. 28

The American Congress of Exhibitors—Motion Picture Association subcommittees on advertising and promotion activities is scheduled to meet next on Monday, Sept. 28 in the MPAA board room to continue its work preparatory to reporting to the

(*Continued on page 2*)

Three to Speak at Lunch for Khrushchev

From THE DAILY Bureau

HOLLYWOOD, Sept. 16. — Introductory remarks are to be made at the luncheon for Soviet Premier Khrushchev at the 20th Century-Fox

(*Continued on page 3*)

TELEVISION TODAY—page 6

PERSONAL MENTION

JEFF LIVINGSTON, Universal Pictures Co. Eastern advertising manager, is in Chicago today from New York, to coordinate the campaign for the American premiere of "Sapphire," there next Thursday.

•

GEORGE SEATON flew to Europe yesterday on a four-country search for talent for the upcoming "The Man in the Middle."

•

ANNA MAGNANI returns to Italy tomorrow, aboard the Cristoforo Colombo, following completion of her role in "The Fugitive Kind."

•

ARTHUR J. STEELE, executive vice-president of Cinema-Vue Corp., will make an extended tour of the Orient and Australia. He will make California his first stop and then proceed to Japan, Hong Kong, Bangkok and Australia.

•

CHARLES W. CARPENTER, manager of Technicolor's New York office, left here yesterday on a week's visit to the West Coast.

•

JACK DIAMOND, Universal-International studio publicity director, leaves Hollywood Friday for a week of home office meetings in New York.

•

SCOTT LETT, general sales manager of Howco Films, was in Atlanta, for a visit with CHARLIE JORDAN, Southern district manager.

•

ARTHUR KERMAN, president of Governor TV attractions, leaves here today for Holllywood.

•

SAM KATZMAN, Columbia producer, leaves New York today for London, via B.O.A.C.

•

CARY GRANT arrives here today from London, via B.O.A.C.

•

ARCHIE HOLT, Oregon sales representative for Universal Pictures, is in Providence Hospital, Portland, for observation, following a brief illness.

To Promote 'Country'

Robert Mitchum, who stars with Julie London in United Artists' "The Wonderful Country," leaves here Monday on a cross-country promotion tour keyed to the late September saturation booking of the film in more than 200 theatres.

Shelton Back from Trip To U.S.I.A. Offices

From THE DAILY Bureau

WASHINGTON, Sept. 16.—Turner Shelton, of the U.S. Information Agency, returned today from an extended visit to the agency's representatives and to U.S. Embassies in the Far and Near East and in Europe on motion picture matters.

He reported that he had found the impact of both American theatrical films and the U.S.I.A. films to be particularly pronounced in the Near and Far East. The trip, an annual one, was designed primarily to review the agency's work abroad and to confer with representatives in strategic areas.

Shelton said the U.S.I.A. film production program for the coming year will be about the same as for this year It will not be affected by the minor cut in the agency's budget voted by the last Congress, he said.

Government Officials Attend 'Beach' Showing

From THE DAILY Bureau

WASHINGTON, D.C., Sept 16.—Vice-President Richard M. Nixon and other top government officials and guests attended a special screening of Stanley Kramer's "On The Beach" here, this evening. Special previews of the United Artists release are also being held in the nation's capital for high-ranking political and military leaders and members of the capital press.

The film has also been shown to ambassadors to the United States representing countries in which "On The Beach" will have its simultaneous world premiere on Dec. 17.

K.C. Exhibitors Hear Fox's Release Plans

Special to THE DAILY

KANSAS CITY, Mo. Sept. 16.—The forthcoming releases and future production plans of Twentieth Century-Fox were outlined by Glenn Norris, assistant sales manager of the film company, to about 35 Kansas City exhibitors and other film personnel at a meeting yesterday at the Hotel Muehlebach here.

J. R. Neger, Kansas City branch manager for Fox, presided, and Chick Evens, area publicity man, discussed advertising plans for films due for release the remainder of this year.

Miss Koenig Joins Col.

Georgiana Koenig, who for the past seven years has served as assistant to the MPAA general counsel, Sidney Schreiber, joins the legal staff of Columbia Pictures next Monday. Miss Koenig is one of the few women attorneys in the film business.

Rank Profits

(*Continued from page* 1)

for all of Rank's subsidiary companies except the television firm were released on Sept. 1.

In his statement today Lord Rank said that the rationalisation program applied to his cinema interests previously has now been extended to all group activities. "I am satisfied," he said, "that a firm foundation has now been laid for the steady growth of new activities over the future years."

The report shows that the Organization, apart from theatres, distribution, studio, and laboratories, now embraces 17 ballrooms, 21 dance studios, a record concern, music publishing, radio and TV line, TV station operation, and manufacturing units covering a large range of electronic and other equipment, plastics, etc.

Production and Distribution Down

Over the past five years 35 per cent of the group's profits accrued from manufacturing and non-cinema activities, it was stated.

While profits from theatre operations were up, film production and distribution showed a loss of £875,000 ($2,450,000). Lord Rank pointed out that the loss includes "results and terminal losses from our American film distribution company."

"When we commenced this venture," Rank continued, "we were prepared for the possibility of losses for two or three years. Unfortunately after 18 months operation it became clear there was no reasonable prospect of achieving profitable operation even after this initial period and we decided to terminate our losses.

'Good Friends' At UA

"Fortunately, however, we were able to arrange for our good friends at United Artists to take over distribution arrangements for films we then had in distribution by our American company."

The report issued today also referred to the renewal of the franchise with Universal Pictures to distribute its product here for another seven years.

Although production has been drastically cut at the Pinewood Studios, Rank added, "we are glad to say that studio space thus made available has been taken up by other producers and by our production of films made especially for television." The latter project in association with American interests is "likely to be widened extensively in the near future," he said.

'Hot' Return Moved Up

The return of "Some Like It Hot" to Broadway has been moved forward to Sept. 25 at the Victoria Theatre, it is announced.

Pepsi-Cola to Award Prize at TOA Meet

A paid round-trip for two by plane to Brussels will be the sp prize the Pepsi Cola Company award to an exhibitor or conces aire attending its international d and cocktail party which it will s sor at the 12th annual conventic the Theatre Owners of Americ the Hotel Sherman in Chi Nov. 8-12.

The party, which will feature cacies from 21 nations on the ho euvres table, will be held Wedne night, Nov. 11 from 9 P.M. to night at Guild Hall in Chicago. cording to Richard H. Orear of sas City, Gerald J. Shea of New City, and Dwight L. Sprache Seattle, co-chairmen for the co tion. Norman Wasser, manage Theatre Sales for Pepsi Cola, is h ling arrangements for his compa

Register At Show

The flight to Belgium was se with Sabena Air Lines, which participate in the trade show Pepsi Cola, to be held in conjun with the convention. The Nati Association of Concessionaires staging the trade show jointly TOA, and its members will at the Pepsi International Dance Cocktail Party.

The co-chairmen said that con tion delegates will register for flight prize when they visit the t show, and the prize will be awa as the climax of the internati party. Band music for contin dancing will also be provided.

The Pepsi Cola Company has b host at one of the major social ev on TOA's convention programs s the inception of the annual gat ings in 1948.

ACE-MPA Committee

(*Continued from page* 1)

next meeting of ACE-MPAA.

This is the first subcommittee m ing to be set since the last A MPAA meeting held near the en August. The joint committee on taining increased product also is pected to meet in the near fut since it was announced the n ACE-MPAA committee would m again in "the latter part of Sept ber," although no date for that m ing has been set yet.

Some Work Completed

The third ACE-MPAA subc mittee, that on obtaining aid small, distressed theatres, comple its work for the time being with agreement last month to hear appli tions for aid through the indus conciliation system.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. H wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallag Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

onferences

(Continued from page 1)

ave about 15 men in attendance, led by Seymour L. Morris, circuit notion chief, and his assistant, Sy ns. A manager from each division he circuit will be selected to accpany his division manager to New c.

xhibitors attending the Conferes can expect to see a glittering y of coming Fall and Winter luct: Warner Bros.' "The acle," starring Carroll Baker and lter Slezak; Paramount's "But Not Me," starring Clark Gable, Carroll er and Lilli Palmer; Columbia's sterday's Enemy," with Stanley er and Guy Rolfe; 20th Century-'s "The Best of Everything," star- Hope Lange and Suzy Parker; iversal's "Pillow Talk," starring k Hudson and Doris Day, and ted Artists' "On the Beach," star- Gregory Peck, Ava Gardner and d Astaire.

he circuits to be represented inde: American Broadcasting-Paraunt Theatres, Butterfield, Cen- States, Comerford Theatres, Cres- t Amusement Co., District Theaes, Fabian Theatres, Fox Interuntain, Fox Midwest, Fox West ast, J. P. Harris Theatres, Indedent Theatres, Interboro Circuit, erstate, Jamestown Amusement, asotes Theatres, Loew's Theas, Neighborhood Circuit, Odeon eatres of Canada, New York Paraunt and Brooklyn Paramount, akos Theatres Associates, Pioneer eatre Corp., RKO Theatres, Randce Amusement Co., Walter Reade, ine Circuit, Skouras Theatres, vid Snaper Theatres, Joseph Stern eatres, Trans-Lux, Stanley War-, United Artists, Welworth Theas.

Many 'New Faces'

There will be many "old-timers" the Conferences, and a flock of w faces." Attending for the first ie will be Myron Blank, Central ites Theatres; John Cassidy, Pat osso and Fred Herkowitz, RKO eatres; Tony Coustumbis, Harris eatre, Pittsburgh; Durward Duty, ea's Theatre, Ashtabula, Ohio; arold D. Field, Pioneer Theatre rp.; Morton Gerber, District Theas; Harry Greene, Welworth Theas; Robert Hosse, Crescent Amusent Co.

Also George K. Kerasotes, Kerasotes eatres; Frank V. King, Shea Thea-, Manchester, N.H.; Clifford Loth, terboro Circuit; Russell Downing d Fred Lynch, Radio City Music all; Ed Meade, Shea's Buffalo; bert J. O'Donnell, Interstate Theas; S. Perakos, Perakos Theatre Asciates; Darrell Presnell, Fox Mid-est Theatres; Fay Reeder, Fox est Coast Theatres; Spyros S. couras, Skouras Theatres; Wilbur aper, David Snaper Theatres; Jay lomon, Independent Theatres; Mike ern, Joseph Stern Theatres; Morton . Thalhimer, Jr., The Neighborhood roup; George Trilling, Fabian Theaes, and Joe Vleck, Fox Intermoun-in.

School Teachers' Group Links Films, Along with TV, Books, to Delinquency

The High School Teachers Assn., an organization of New York City teachers, included motion pictures among media which they said in a resolution undermine the morals of teen-agers and are responsible in part for juvenile delinquency.

The resolution was given wide publicity in the metropolitan press yesterday. The Motion Picture Assn. said it would make no comment because it considered the charge "too general" and involved other media.

Other media mentioned along with films in the resolution are television, books and magazines.

"The abuse of these media serves to create generally a false picture of American life and standards of character not only in our own country but also abroad," the resolution of the association's executive committee said.

The teachers asked that a study be made with a "view to protecting our high school students from these demoralizing influences." Copies of the resolution were sent to Governor Nelson Rockefeller and Mayor Robert Wagner. It said:

"The H.S.T.A. requests the Motion Picture Producers of America (sic) to refrain from producing pictures which glorify for this immature age, heroes and leaders of the criminal underworld, pictures which display insensitivity to well-established moral standards, programs which on both the theatrical screen and on television too often depict weakness and inefficiency in our law-enforcement agencies and government officials."

Mary MacArthur Award Goes to Dore Schary

The annual Mary MacArthur Memorial Award will be presented to stage and screen producer Dore Schary at a testimonial dinner in the Grand Ballroom of the Waldorf-Astoria here on Sunday, Oct. 18, it was announced by Kermit Bloomgarden, chairman of the Mary MacArthur Memorial Award Committee.

Schary will be honored "for his distinguished contributions to the dramatic arts in America and for his selfless devotion to humanitarian causes." Moss Hart will serve as dinner chairman.

Khrushchev Lunch

(Continued from page 1)

studios on Saturday by Eric Johnston, Motion Picture Assn. president; Spyros Skouras, 20th-Fox president; and Henry Cabot Lodge, U.S. representative to the United Nations, it was learned today. Each of the men is scheduled to speak about three minutes, following which Khrushchev will address the top industry officials from both Coasts invited to attend.

Johnston and Skouras are to be co-hosts at the affair with studio head Buddy Adler. The lunch will be held after a tour of the studio by the Soviet Premier.

Serian Wins Albany V.C. Golf Tournament

Special to THE DAILY

ALBANY, N. Y., Sept. 16.—Barker Serian, last year's guest low scorer, returned as a member to win the 18th annual Variety Club golf tournament, at Shaker Ridge Country Club, Monday with a four-over-par 75—in a field of 106. Irwin Ullman, 1958 champion and now director of Hellman Philadelphia drive-ins, was unable to defend his title.

Stevens Runner-Up

Charles Stevens, a former Variety champion, finished runner-up, with 78. Al Siskowski, of Cavenovia, led the guest division with 76 strokes.

The dinner which followed was attended by 180, the largest number for such an affair in Tent 9 history. Col. Arthur Levitt, State comptroller, headed the guests; Douglas C. Coupe, state commissioner of standards and purchases, was another turnout.

WB International Sets Xmas Campaign

From THE DAILY Bureau

HOLLYWOOD, Sept. 16.—A concentrated year-end business building campaign to be known as "Operation Christmas," to get underway Oct. 4, was announced here today by Wolfe Cohen, president, Warner Bros. International Corp. The sales drive, to run concurrently with "Operation Christmas Tree" in the United States, will have Carl Schaefer as coordinator of field activities.

"Our 'Operation Christmas' drive will continue the upbeat theme introduced by Jack Warner in June when he called his domestic and foreign executives into the studio and presented our program of top quality product," said Cohen.

India C of C Man Here

K. S. Pattabhiram, associated with the South India Film Chamber of Commerce, has been meeting here this week with a number of film industry executives in an effort to promote a closer working relationship on educational and specialized children's films between the U.S. and India. Pattabhiram met yesterday with representatives of the MPAA community relations department and teaching film custodians. He has been in the U.S. for the past four months and spent 12 weeks at the School of Social Administration at Ohio State University and made a tour in Ohio of juvenile correctional institutions and child service agencies.

Portland, Ore., Enjoying Steady Rise in Business

Special to THE DAILY

PORTLAND, Ore., Sept. 16. — A steady increase in patronage is reported at all downtown theatres with numerous holdovers.

Herb Royster, manager of Parker's Broadway Theatre, announced a sixth week on "North by Northwest"; Stan Smith reported "standing room only" for "The Nun's Story" at the Irvington Theatre; "Windjammer" at Fox-Evergreen Hollywood ended a record 12-week run.

Goldwyn Tie-In with Gershwin Celebration

The George Gershwin Memorial Foundation has joined forces with Samuel Goldwyn to sponsor a nationwide celebration in honor of the birthday of George Gershwin which occurs on Sept. 26. Radio and television stations from coast to coast have been asked to salute the composer and the Goldwyn office has contacted its press representative in every city where "Porgy and Bess" is playing—or due for a premiere—instructing them to follow through with the campaign locally.

George Gershwin Week

In Washington, the Library of Congress will open a special exhibit of Gershwin memorabilia to coincide with the premiere of "Porgy and ess" in the nation's capital, and in Cincinnati, the mayor will proclaim the week of September 26 to be George Gershwin Week. Other cities are expected to follow suit.

Additional exploitation plans include editorials, citations by various musical organizations, tributes and study in the schools, and the inclusion of Gershwin music in the programs of professional orchestras and school and collegiate bands at football games and other sport events

More light + slower burn= lower costs
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William Goetz's "**THE MOUNTAIN ROAD**" has started on its way to greatnes

STEWART in THE MOUNTAIN ROAD with Lisa Lu • Glenn Corbett • Henry (Harry) Morgan • Frank Silvera • James Best • Screenplay by Alfred Hayes
n the novel by Theodore H. White • Produced by William Goetz • Directed by Daniel Mann • A WILLIAM GOETZ PRODUCTION • a COLUMBIA release

Television Today

Selznick-BBC Deal Includes 22 Films

From THE DAILY Bureau

HOLLYWOOD, Sept. 16. — The Selznick Company, Inc., in confirming reports of the sale of a package of pre-1948 films to the British Broadcasting Corp., has revealed that 22 films are included in the deal.

Fifteen of the films, all of which were made in the U.S., were produced by David O. Selznick personally, three by Dore Schary, one by Alfred Hitchcock and one by Kenneth MacGowan. "Gone With the Wind," produced by Selznick, but owned by MGM, is not included in the deal.

Also included in the package are two pictures not produced by Selznick or associated companies: "Becky Sharpe" and "Dancing Pirate." These were produced by MacGowan and John Speaks, respectively, for the old Pioneer Co.

Daily Screenings Set To Plug 'Art Theatre'

Richard Davis, president of "Art Theatre of the Air," will initiate a series of daily screenings at the Fine Arts Theatre here on Oct. 5 of 52 post-1955 films which comprise the new "Art Theatre" series for TV station representatives, ad agency executives and film buyers.

Screening Every Weekday

For the next six months, there will be a screening every weekday at 10 A.M. of a different film in the forthcoming series. Following the first 52 screenings, the entire program will be repeated for a second time, thereby giving each film buyer a second chance to view this product. Films to be shown will be announced the preceding week in trade papers.

Kerns Resigns Posts

ATLANTA, Sept. 16. — J. Robert Kerns, managing director of WAGA-TV here and vice-president of Storer Broadcasting Co., has resigned both posts, it is announced by George B. Storer, Jr., Storer Broadcasting vice-president for television. Kerns, who succeeded Glenn Jackson in the local post in May, 1958, will be replaced by Terry H. Lee, managing director of the company's WITI-TV outlet, in Milwaukee.

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Emmy Awards Categories for 1959-60 Announced; 21 Divisions Are Selected

Special to THE DAILY

CHICAGO, Sept. 16.—Categories for the 1959-60 Emmy Awards were announced today by Walter Cronkite, president of the National Academy of Television Arts and Sciences. The list, which includes 21 divisions, represents a new departure in assessing achievement in the industry, Cronkite said.

The categories, which were unanimously endorsed by the trustees at the close of a three-day session in the Ambassador East Hotel here, are an amalgamation of proposals made by the Academy's five chapters after months of separate deliberation.

Cronkite believes that the new list is the "first important step in veering away from old patterns," in that the program awards will recognize creative team effort.

The categories are as follows: outstanding program achievement in the field of humor; drama; music; variety; news; public affairs and education; children's programming; outstanding single performance by an actor (lead or support); actress (lead or support); outstanding performance by an actor in a series (lead or support); actress (lead or support); outstanding performance in a variety or musical program or series; outstanding writing achievement in the dramatic field; comedy field; documentary field; outstanding directorial achievement in drama; comedy; outstanding achievement in art direction and scenic design; outstanding achievement in cinematography for TV; outstanding achievement in electronic camera work; outstanding achievement in film editing for TV.

Leonard to Produce Series with Screen Gems

From THE DAILY Bureau

HOLLYWOOD, Sept. 16. — Producer Herbert Leonard has concluded a deal with Screen Gems whereby Leonard will produce, in partnership with S. G., a series of one-hour television films titled "The Searchers."

Leonard just returned from Europe to set production facilities for his "Three Man Sub" series of 39 half-hour films, which he will also produce in partnership with S. G. on primary locations in the Mediterranean.

SAG Nominates Reagan

HOLLYWOOD, Sept. 16.—Ronald Reagan has been nominated by the official nominating committee of the general membership for presidency of the Screen Actors Guild, to succeed Howard Keel, who declined renomination because of a commitment to star in a Broadway musical. Keel agreed, at the insistence of the committee, to accept nomination for first vice-presidency.

Wayne Morris Rites

HOLLYWOOD, Sept. 16.—Masonic funeral services for actor Wayne Morris, 45, who died of a heart attack Monday aboard the aircraft carrier Bonhomme Richard, will be conducted tomorrow at the Church of the Hills, Forest Lawn Memorial Park.

WBC Names Woodard

Charles Woodard, Jr., has been appointed vice-president and assistant to the president of the Westinghouse Broadcasting Company.

Urges Year 'Truce'

(*Continued from page* 1)

kind of product producer and exhibitor could both benefit from to implement harmony, stating that "making as well as selling that kind of product is the producer's responsibility, with the exhibitor sharing that responsibility of getting the most out of the product."

"The day when the exhibitor need only buy a picture, take a two inch ad and open the doors is past. Both production and exhibition must tell the people to the best of their ability. Honest effort on the part of each can make it work smoothly and profitably," Nicholson pointed out.

'Blue Laws' Vote

(*Continued from page* 1)

laws" was 406 for and 279 against.

Members of the city Council met shortly after the polls closed, made known the results of the referendum, and adjourned leaving the present "blue laws" on the books. As previously reported in MOTION PICTURE DAILY, Anderson theatre operators had petitioned the council to repeal the ordinances. Meanwhile, the council ordered the referendum, with tacit agreement to abide by the results.

Area theatres outside the Anderson city limits have been showing Sunday movies for many weeks. When cited by authorities on charges of violating the state blue laws, a magistrate's jury found the operators not guilty, and theatres have continued to operate on the Sabbath.

Texas Meet

(*Continued from page* 1)

ros P. Skouras sales drive.

In addition to outlining the Sk ras drive, Norris will speak to Texas exhibitors on 20th produc for 1960-61. The sales execu will also read Buddy Adler's pro tion schedule, as outlined in a to president Spyros P. Skouras.

Feldman will chair the mercha ing session of the meeting, outli promotional plans and special chandising tie-ins for 20th pict As a result of the successful app ances by representative mercha ers tieing-in with 20th attractio previous sessions, several of the ganizations will be represented a meeting.

At the Dallas session, Feldman call on representatives of *Har Bazaar*, *Life* and *Look* magaz Allied Stores, Pocket Books, Jay met Promotions and Columbia ords, among others.

Also outlining regional plans promotion will be 20th's Dallas vertising-publicity manager, Jim Gillespie.

Many Will Attend

Among the Southwestern exh tors expected to attend are: I State Theatres: Robert J. O'Don Raymond Willey, Bill Mitchell, F Starz, Conrad Brady, Joe Jack Rowley United: John Rowley, D Callahan, Don Douglas, Bill Sl ter, James May, C. V. Jones; Je son Amusements: Debs Hayes, Landrum; Trans-Texas: Harold N Norman Levenson, James Bras WilOwin: William O'Donnell, rence Hudgins; Phil Isley Thea Phil Isley, Charles Wise; Cla Ezell and Associates: Claude E Brandon Doak, Doolin Russell, Reynolds; Video Oklahoma: H Griffing, Claude Motley, Cliff Wh Tri-State: Gordon McLendon, Euler: Wisenburg Theatres: Cha Wisenburg, Harold Brooks; Fro Theatres: Hi Griffith, Louis Hil Vernon Watkins, Ed Forrester.

Other exhibitors in attendance be Ed Newman and T. A. Col Newman Theatres, Sonny Mar Martini Theatres; Tim Fergu president, Drive-In Theatres Texas, Inc.; J. G. Long and I Abrams, J. G. Long Theatres; H Sachs, Edelman Theatres;

Other circuits and booking of represented will be Heywood-W mons, Arch Boardman, Debbs-H nolds, Upchurch, Dowling, Ed Gr and Forrest-White.

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'White Paper'

(*Continued from page* 1)

ecutives in hopes that they will luntarily make some concession to m to alleviate his condition."

He said that when conciliation was augurated in November, 1957, Al- d informed its members of the plan n hopes that (conciliation) would of some help to someone." He said at insofar as he is aware, very few hibitors made use of it "and in not single instance was conciliation of e slightest benefit to the exhibitor voking it."

Needs Thorough Testing

Exhibitors explained their lack of terest, Myers said, "on the ground at (conciliation) merely meant go- g back to plead with a branch man- er who had already turned them wn."

Now, he said, "Allied has again ged that all members qualifying un- r the Fabian-Johnston statement omptly invoke conciliation so that it n be thoroughly tested in the next ree months. I hope that all attend- g this convention will see the wis- m of doing this. If conciliation oves a boon to needy exhibitors, we ll rejoice. If it is merely designed to t the film companies out of hot water Washington, that fact should be de- mined and made ready for use me next January."

Not Interchangeable

Myers' subject was "White Paper d ACE—Can They Be Reconciled?" is answer appeared to be that while may be possible to reconcile them, e is not a substitute for the other. "The principal reforms sought to be complished by the white paper," he id "were included in what was un- rstood to be the agreed agenda of CE for a summit meeting. But in ew of ACE's slow motion and its eager accomplishments up to the esent time, it calls for bold thinking d a lively imagination to suppose at it will ever produce results com- rable to the objectives of the white per.

"It would, therefore, seem the ight of folly to abandon the white per campaign and confide to ACE, d it alone, all the rights, needs and pes of the independent exhibitors the U.S., especially the subsequent n and small town exhibitors.

Should Welcome Strength

"And the exhibitor representatives ACE, if they are sincere (and until e contrary is proven we will assume ey are), should welcome the rength which they as bargainers will rive from the continuation of the fort."

Allied has been waging its white per campaign almost single-pur- osedly for about a year now. It orked diligently throughout the ses- on of Congress just ended, both in rsonal contact with legislators in ashington and at home, and through ass roots campaigning and letter- riting to senators and representa- ves in Washington, to get a hearing r its white paper charges, prefer- ably before the Senate judiciary committee.

However, some weeks back, Senator Estes Kefauver, chairman, notified the Allied leaders that he considered the white paper charges too much like those which Allied put before the Senate Small Business subcommittee several years ago and that, under the press of more important matters, it could not hold a hearing on the white paper.

To Continue Efforts

Allied since has made it clear that it will continue its efforts to get a Congressional hearing when Congress reconvenes in January, but it has not disclosed whether it will again direct its pleadings to the Judiciary committee or will concentrate on what it hopes will be a more receptive and sympathetic group than that one proved to be.

In the main, the Allied white paper charges that the Department of Justice has favored the major companies in interpreting and enforcing the Federal consent decrees in the U.S. vs. Paramount et al case. It asks for either a change of policy in this respect or new legislation, if that could not be accomplished.

At the last small business subcommittee hearings of Allied charges, responsibility for poor exhibitor-distributor relations was laid at the doors of both and it was recommended the two sides get together and resolve their own differences.

On ACE's Formation

Elsewhere in his talk here, Myers contended that Allied's white paper was uppermost in mind when ACE was formed. He referred to spokesmen for film companies and divorced circuits having "taken no pains to conceal their opposition to the white paper project"; cites a "specially prepared keynote speech" by S. H. Fabian, ACE chairman, at a regional TOA convention prior to the formation of ACE, and to Spyros P. Skouras' "bitter refernces to (the white paper) at Allied's Chicago convention last year."

"Whether there would have been an ACE if the white paper campaign had not been launcherd is a tantalizing question on which to speculate," Myers said.

And he adds: "If the purpose in initiating ACE, with all the inducements held out by Mr. Skouras, was to sidetrack or discourage the white paper campaign, it must be conceded in candor that it was partially successful.

"It was effective in two ways. First there were some in Allied who felt that having become a part of ACE, Allied should put its full trust in the movement, and suspend other, more aggressive activities.

Not Slow In Advising

"Second, representatives of the film companies and possibly the national circuits were not slow in representing to members of the Senate that a movement was on foot, through ACE, to remedy exhibitor complaints and that action by Congress or the Department of Justice was not necessary or desirable.

"Unless ACE in the next few months can provide something more substantial in the way of justice and fair dealing for exhibitors, unless it can come much closer to satisfying the complaints cited in the white paper, the chances of favorable action at the next session of Congress are very bright," Myers said.

Berger Dons Gloves Again But Punch Lacks Ex-Leader's Old-Time Whammy

Special to THE DAILY

CINCINNATI, Sept. 16.—There are thousands of theatre owners around the country financially unable to make the trip to the Allied States three-state convention which was concluded here today, said Benjamin Berger of Minneapolis, former militant regional and national Allied leader, but inactive for the past several years.

Those exhibitors, he said, are hopefully watching meetings such as the one here for a sound solution to their ever more pressing problems.

"I hung up my gloves three years ago," Berger said, "but have had to come back into the ring because of the continued unfair practices of producers and distributors."

Attacks Sam Goldwyn

Berger said that Samuel Goldwyn had come to America from the same Polish village about the same time he had and both were penniless. He contended that Goldwyn, after reaching the pinnacle, forgot the "little man who is struggling to keep his independent theatre which, in many instances, represents his life's savings."

Berger said Allied should publicize what is happening in the industry that the American Congress of Exhibitors has not corrected. He asserted that some 7,000 independent theatres have closed in the last few years.

'Stale' Pictures Unwelcome

Al Myrick, president of Iowa-Nebraska Allied, reported that holding informal meetings of area exhibitors and town merchants had been helpful to his organization and its members by making available to them reliable cross-sections of community opinion.

He said that all too often he heard that stale pictures—pictures which had played for months on special policies in nearby cities—were as unwelcome to townspeople when they finally became available to the small town theatre as stale bread at the local baker's or bad meat at the butcher's. A theatre that can offer the important pictures when they're fresh, he contended, is the only one that can start and maintain a line of traffic to its boxoffice.

'New Faces' Introduced

Jack Whittle, executive secretary of Allied T. O. of Maryland, and Abe Berenson, president of Gulf States Allied, also spoke. Senator Jennings Randolph of West Virginia, who had been scheduled to speak, was obliged to cancel because of illness.

Distributor representatives present included Rube Jackter, Columbia Pictures sales manager, who was accompanied by his studio's "new faces," James Darren, Evy Norlund and Carol Douglas. They were introduced to convention delegates and guests at the closing banquet tonight. Jackter described Columbia's current and forthcoming product and the studio's efforts to find and groom new talent, which the three guests exemplify.

150 In Attendance

Also present was James Nicholson of American International Pictures with players from current AIP releases. He, too, spoke of his company's current and future product.

An estimated 150 exhibitors were present from the three-state area-representing Allied units in Indiana, Kentucky and West Virginia which, in recent years found attendance at their individually staged annual conventions dwindling almost to the disappearing point.

'Dirty Theatres?' But What About 'Dirty Pictures?'

Special to THE DAILY

CINCINNATI, Sept. 16. — "We have heard a great deal of late about 'dirty theatres' from those producers who make a visit to a subsequent run house every 10 years," Al Myrick, president of Allied T. O. of Iowa-Nebraska, told the Allied three-state convention here yesterday.

"In my opinion," he said, "such oracles would make a far more valuable contribution to the industry if they concerned themselves with their own 'dirty productions' on rape, murder, violence and sex."

Mich. Allied Year Book

DETROIT, Sept. 16.—The year book to be given those attending Michigan Allied's 40th annual convention will be in 32 pages with a two-color cover. The 10 by 7 format will contain 53 advertisements, tributes from Michigan's Governor Williams, Detroit's Mayor Miriani and a statement by Eric Johnston. In addition to the convention program and general information, there will be nine other features.

WB Move in Albany

ALBANY, N. Y., Sept. 16.—Warner Bros. has moved from its exchange on Filmrow to the second floor of the RTA Building at 991 Broadway, a block below on the opposite side of the street. In addition to manager Herb Gaines and his workers, the new quarters have space for Warner Bros. Records representatives.

The problem of the PAINTED GRASS

How to photograph grass in December so that it had June s tender green. That was the problem. That and—the producer hastily added—how to do it on a limited budget. How this problem was solved is a complete story in itself. Needless to say, it fell within the scope of the Eastman Technical Service for Motion Picture Film, an organization devoted to the service of the industry. Offices at strategic centers. Inquiries invited.

For more information write: Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 86, NO. 56 NEW YORK, U.S.A., FRIDAY, SEPTEMBER 18, 1959 TEN CENTS

ct. 8 Election

K Exhibitors n New Fight s. Ticket Tax

borites Pledge to End Conservatives Silent

By WILLIAM PAY

ONDON, Sept. 17.—The Cine-ograph Exhibitors Association ng quickly into action with the ouncement of a General Election Oct. 8 and launched yet another paign for the abolition of the cine-tax.

xhibitors were advised to immedi-y acquaint all prospective candi-es during the election campaign their difficulties. Even now, says

(*Continued on page 2*)

ivingstone Quits Fox; lay Head New Group

From THE DAILY Bureau

ONDON, Sept. 17.—Percy Liv-stone, veteran director of sales for Century-Fox, Ltd., here, and a ctor of the company since 1957, resigned to assume a new post, F. Pattinson, 20th-Fox managing ctor here, announced today.

lthough Livingstone's new posi-was not disclosed, it is generally

(*Continued on page 3*)

t Nov. 18 for World emiere of 'Ben-Hur'

Ben Hur" will have its world niere on Nov. 18 at Loew's State . Specific date for the premiere announced yesterday by M-G-M, lucer-distributor of the $15,000,- production.

will have 10 performances a k. The picture runs nearly four rs. The New York premiere will followed shortly by openings in Angeles, Boston, Philadelphia and r key cities.

TELEVISION TODAY—page 4

Montague Asks U.K. Exhibitors, Distributors Cooperate Along Lines Advocated by ACE

From THE DAILY Bureau

LONDON, Sept. 17.—An appeal for better cooperation between exhibitors and distributors in Great Britain along the lines advocated by the American Congress of Exhibitors in the United States was made today by A. Montague, Columbia Pictures' executive vice-president, guest of honor at an industry luncheon at the Savoy Hotel here.

He also urged producers and exhibitors to cooperate in the development of new stars and new writers. "Youth today wants to see itself reflected on the screen," he pointed out, "and, therefore, we must create new faces."

Disputing the idea that American distributors are "uninterested and unenthusiastic" in their handling of British pictures, he said that in the last six years Columbia has released 49 British films. This is 21 per cent of the total number of pictures distributed by Columbia in that period, he added, and they grossed over $39,000,000 in America and Canada and over $93,000,000 worldwide. "This proves the value of British films," he declared.

Montague is scheduled to return to New York on Sunday.

New Maryland Group Slates 1st Convention

Special to THE DAILY

BALTIMORE, Md., Sept. 17.—The newly organized Maryland Theatre Owners Association, an affiliate of the Theatre Owners of America, will hold its first Fall conference at the Hotel Emerson here on Wednesday, Oct. 14, it was announced today by John G. Broumas, president.

Broumas said the one-day conference will open at 10 A.M., break for a luncheon, and conclude with an afternoon of round-table work shops on ticket selling and business building. A cocktail party is expected to

(*Continued on page 3*)

$6 Millions for Para. Production in England

From THE DAILY Bureau

LONDON, Sept. 17.—Paramount will invest upwards of $6,000,000 in four major pictures to be produced in Britain in the coming year, announced Richard L. Patterson, newly-appointed managing director of Paramount British Pictures, at a trade press conference here.

These pictures, he said, will be part of an international program of which something like 60 per cent will be shot away from Hollywood. In addition to those to be filmed in Britain, others will be made in France, the

(*Continued on page 3*)

REVIEW:

They Came to Cordura

Columbia—Goetz—CinemaScope

WHEN the giant CinemaScope screen focusses down to the elemental human emotions of cowardice and courage, fear and heroism, hate and self-sacrifice, the effect can be overwhelming. So it is here that William Goetz, producer, and Robert Rossen, director and co-author of the screenplay, translating Glendon Swarthout's novel of an incident in the War with Mexico to the screen have kept the camera unrelentingly on the raw reactions of six men and one woman through 123 minutes of hell in the desert.

Gary Cooper, playing it with classic Cooper restraint, is the U.S. cavalry major who, with a prior incidence of cowardice in his own life to remember and regret, is charged with conducting five men whom he

(*Continued on page 3*)

Dollinger Says:

ACE Leading Industry Into 'Great Era'

'Better Understanding' Cited By Allied Leader

Special to THE DAILY

PLYMOUTH, Mass., Sept. 17. — Faith in the American Congress of Exhibitors as "leading to a better understanding between the two facets of the industry" was expressed by Irving Dollinger, Allied States representative to the ACE executive committee, at the Independent Theatres, Inc. and Drive-in Theatre Association of New England convention here today at the Mayflower Hotel.

Irving Dollinger

Addressing an audience of over

(*Continued on page 2*)

Loew's Film Festival Promotion Plans Set

Plans for the forthcoming intown Loew's Fall Film Festival, with emphasis placed on "away from the theatre" ballyhoo, were formulated at a meeting here Wednesday of Loew's

(*Continued on page 4*)

Next SPG Milestone Award Goes to Jack L. Warner

From THE DAILY Bureau

HOLLYWOOD, Sept. 17. — Jack L. Warner has been chosen by the executive board of the Screen Producers Guild to receive its next annual Milestone Award, it is announced by president Walter Mirisch.

The presentation will be made at the guild's formal dinner dance, at the Beverly Hilton Hotel, January 24, 1960.

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, leaves New York today for Hollywood, where he will host a luncheon for Soviet Premier Krushchev, to be given by ERIC JOHNSTON, president of the Motion Picture Association of America.

•

MILTON R. RACKMIL, president of Universal Pictures, has returned here from Europe after a series of meetings on the Continent with the company's foreign distribution executives and leading exhibitors.

•

ROGER H. LEWIS, United Artists vice-president in charge of advertising, publicity and exploitation, returns to New York at the weekend from Hollywood.

•

MARTIN DAVIS, Paramount national advertising, publicity and exploitation manager, left here yesterday by plane for Europe on a 15-day visit to company production operations abroad.

•

AL FITTER, United Artists Western division manager, and ARTHUR REIMAN, Western contract manager, return to New York today following a two-day meeeting of Midwest sales officials in Omaha led by vice-president in charge of domestic sales, JAMES R. VELDE. The latter will return here following his vacation.

•

LEON ROTH, vice-president of the Mirisch Company, leaves New York today for Hollywood.

•

BILLY WILDER and his screenwriting collaborator I. A. L. DIAMOND have returned to Hollywood from New York.

•

DAVID E. ROSE, producer, will arrive in New York Tuesday aboard the "Queen Elizabeth," to meet with M-G-M executives. He will leave for Hollywood on or about Oct. 1.

•

MARTIN JUROW leaves for Hollywood from New York today, following completion of "The Fugitive Kind," which he co-produced with RICHARD SHEPHERD.

•

DICK BROOKS, of the Screen Gems publicity department, will leave here at the weekend for Chicago on promotional business.

•

EDWARD LACHMAN, president of Lorraine Carbons, attended the Independent Theatre Owners of New England Convention in Plymouth, Mass.

•

SYDNEY GOLDMAN, director of theatre operations at Radio City Music Hall, accompanied by his wife, TEFFA SMALLPAGE, concert singer, will leave here today on the "Gripsholm" for a four-week European trip.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
CARY GRANT EVA MARIE SAINT JAMES MASON
in ALFRED HITCHCOCK'S
"NORTH BY NORTHWEST"
An M-G-M Picture in VistaVision • Technicolor®
and GALA NEW STAGE SPECTACLE "SUMMER FESTIVAL"

St. Louis Newspaper Is Lauded by Compo

The 107th in the series of COMPO ads in *Editor & Publisher,* which will appear tomorrow, pays a tribute to Richard H. Amberg, publisher of the *St. Louis Globe-Democrat,* for his recent decision to enlarge the space his paper gives to motion picture news. COMPO ads have long advocated such action by newspapers because of reader interest in motion pictures and movie personalities.

"Richard H. Amberg, publisher of the St. Louis Globe-Democrat," the ad says, "has done something that these little essays have long advocated. He has enlarged the space his paper gives to movie news."

Two UK Industry Men Candidates in Election

From THE DAILY Bureau

LONDON, Sept. 17.—Two prominent industry leaders are to stand as Labour candidates in the forthcoming General Election on Oct. 8. CEA president Douglas Richards is to contest a seat in Plymouth, and Sir Tom O'Brien, general secretary of NATKE (National Association of Theatrical and Kinematograph Employees), in Nottingham.

Richards has previously been defeated when standing for Parliament. O'Brien has represented Nottingham West since 1945.

Wise Begins Tour

Producer-director Robert Wise left on a trans-continental promotion tour yesterday on behalf of Harbel Production's "Odds Against Tomorrow," a United Artists release. The film will have its world premiere in Chicago on Oct. 14 at the Woods Theatre. Wise is engaging in a heavy schedule that includes radio and television appearances and interviews with the press. He is also meeting exhibitors, media representatives and civic, social and community organizations to discuss the film.

UK Exhibitors

(*Continued from page* 1)

the CEA, many Members of Parliament are not fully appreciative of the industry's case for abolition and, whatever the result of the election, there will be at least 64 Members who have not previously acted in that capacity.

Letters should be written by local constituent exhibitors, personally, instructed the CEA, making it clear to candidates that while they do not wish to embarrass them by seeking undertakings, they will look forward to their support in the event of their being returned to Parliament.

Should Contact Candidates

Cinemas now exempt from tax are also advised to contact candidates pointing out that tax abolition is something required not only by exhibitors but by the trade as a whole, including production, and that unless the complete trade as such is in a healthy condition even those cinemas which have already been relieved of the tax may eventually perish.

The Conservative Party makes no reference in its election manifesto to the industry's case for abolition but the Labour Party promises to end the cinema tax "if they win the election."

Whatever the outcome of the election however, an early meeting of the All-Industry Tax Committee is scheduled so that plans can be put in hand.

ACE Leading

(*Continued from page* 1)

100 theatre owners, Dollinger told of the history of ACE and explained its function. "I asked for conciliation in my territory and although the situation was serious, relief came in less than 24 hours." Dollinger said "I have sat in and listened to the problems of the distributors, and they have serious ones also.

But with the formation of ACE, "I believe we are coming into a great era," the New Jersey exhibitor leader told conventioneers.

Joseph Levine Speaks

Another convention speaker, Joseph E. Levine, president of Embassy Pictures, turned audience interest in another direction, towards showmanship. Tremendous grosses on his "Hercules," Levine reported, "did not happen by chance." In 21 days, he said, "we spent $1,500,000 on the campaign, and we have reaped $15,000,000 at the boxoffice to date. This was not luck but a carefully executed campaign which took months to complete. This proves that showmanship is hard work." Levine praised Warner Bros. and his own staff of publicists and fieldman for their efforts in behalf of "Hercules."

Embassy's "Jack the Ripper" will have an equally impressive campaign, Levine promised. He said a new d involving Embassy will be announc Tuesday in New York. Levine inten to take on no more than three or fo pictures a year from now on, he sa so that they can be distributed on "hard-sell" policy.

Levine was the first speaker in t afternoon session of the conventi which drew the largest registrati of any IENE affair. Edward Lid called the meeting and introduc Martin Moskowitz, assistant gene sales manager of 20th Century-Fo who read a wire from Buddy Ad on the Spyros P. Skouras sales dri J. Robert Hoff, director of sales f Motion Picture Investors, gave a bri summary of that organizations mutu fund, stating that Boston's quota $96,000, half of which he hop would be pledged at the IENE co vention.

Sam Goldwyns Are D To Attend 'Porgy' Bo

Samuel Goldwyn, accompanied Mrs. Goldwyn, will arrive here Hollywood on Monday, to visit friends and then to attend the be premieres of his "Porgy and Bes Cincinnati, Detroit and Washing respectively. The producer and wife will remain here approxima a week before leaving to attend tri-state premiere of "Porgy Bess" at Cincinnati's Valley The on Oct. 1.

The governors of Ohio, Ind and Kentucky have accepted in tions to the premiere, which benefit for the United Fine Art Cincinnati, the Williams Col Scholarship Fund and the Cont porary Art Center of Cincinnati.

At the invitation of Mr. and Henry Ford II, Mr. and Mrs. Gold will attend the Detroit premiere "Porgy and Bess" on Oct. 7 at Mercury Theatre. This will be a b fit for the Detroit Grand Opera sociation and the Detroit Museum Art Founders Society. Mr. and Goldwyn have accepted the inv tion of the sponsors of the Washi ton, D. C., Oct. 14 premiere, include Mrs. Dwight D. Eisenho and Mrs. Richard Nixon, and attend the event which will be h at the Uptown Theatre as a benefi the International Student House.

Sen. Randolph a Speak

CINCINNATI, Sept. 17. — It inadvertently stated in a report speakers at the Ohio Valley All States convention here yesterday t Sen. Randolph of West Virginia been prevented by illness from dressing the convention. Sen. Ra olph was a speaker, as scheduled. was Sen. Hartke of Indiana who unable to appear because of a he attack suffered in Washington weekend.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fec Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hol wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wasbington, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mot Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publisbing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-31 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagh Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secc class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

PEOPLE

Jack Webb has accepted an invitation from Sigma Delta Chi, national journalism fraternity, to attend its 50th anniversary convention in Indianapolis, Nov. 12, and preview his new Warner Bros. film, "-30-," a newspaper story. A plaque of commendation for perpetuating the fraternity's ideals of talent, energy and truth in journalism will be presented to Webb by James A. Byron, national president of the fraternity.

□

Morton J. Schlossberg, son of Irving Schlossberg, chief auditor for Loew's Theatres, has been named chief of the criminal division of the United States Attorney's Office, Eastern Division of New York.

□

Leon Leonidoff, senior producer of Radio City Music Hall, and Larry Ambrelli, one of the theatre's stagehands, will appear on television tonight on the Ted Mack Original Amateur Hour. Leonidoff will present the Fourth Music Hall Award of Merit to Norman Kubrin for the David Lickie Band of Mt. Vernon, N.Y. Ciambelli will be entering the talent competition as a singer of popular songs.

Maryland Convention

(*Continued from page 1*)

allow in the evening.

He said that speakers in the fields of drive-ins, toll-TV, the Small Business Administration, national legislation, state and local legislation, specialized and art films, the Council for the Improvement of Theatres and Motion Picture Projection, and major film distribution companies will be among the speakers. A prominent guest speaker will also be announced for the luncheon.

Maryland TOA was organized in July. This will be its first big open meeting since then, Broumas said, adding that there will be no registration or other charges to exhibitors attending.

'North' Chicago Record

Grossing $404,000 in the first week in its neighborhood runs in Chicago, "North By Northwest" has set an all-time record in the sub-runs for an MGM release. The sub-run grosses were compiled after a nine-week run at the United Artists Theatre there where it rolled up over $262,000 at the box-office, making the over-all gross from Chicago over $666,000.

Brenner Gets Film

Joseph Brenner Associates have completed a deal with producer Brad Nichols for the national distribution of the feature, "Street Fighter." The picture will have its New England premiere in October at the Hiway and Waverly Theatres in Bridgeport, Conn.

They Came to Cordura

CONTINUED FROM PAGE 1

is nominating for Medals of Honor from the ranch where the action took place across forty miles of desert to base at Cordura. Accompanying them as a military prisoner is Rita Hayworth as an American expatriate and owner of the ranch where she sheltered Pancho Villa and his men. Alcoholic, abusive and cynical she learns about heroism from Cooper, even to the extent of making the somewhat curious sacrifice of giving her body to the most villainous of the men in exchange for a few hours of safety for Cooper.

At the start of the trip Cooper has not written the citations for the men and during it, from some inner need of his own, he seeks to know from them the reasons for their impulsive moments of heroism. None can answer satisfactorily but each for his own reasons decides he does not want the medal, nor, after they lose their horses to raiding Villistas, the hardships of the trip. All are disposed to kill Cooper, Van Heflin the most actively because if he gets the medal the resultant publicity will expose him as a fugitive murderer and it is he to whom Miss Hayworth gives herself after she has learned to admire Cooper's courage and spirit of self-sacrifice.

That the conclusions to the picture's stated thesis—an examination of the nature of heroism and cowardice—are murky does not detract from the suspense of the trip itself. That suspense, drawn tautly as the men turn against their leader and are forced by him to endure the tortures of thirst and exhaustion so that the party may come safely to Cordura, is in dramatic contrast to the picture's opening. There, in sharp, swiftly drawn strokes, Goetz and Rossen paint an awesome picture of an old-time cavalry charge—a regiment in line attacking a fixed, if poorly defended, position.

The photography in Eastmancolor, stressing the raw reds and umbers of the Mexican border country, is skillfully used to further the story and the suspense, as is the score composed by Elie Siegmester. Tab Hunter, Richard Conte, Michael Callan and Dick York are effective, and effectively directed, as the other four medal winners but it is Miss Hayworth who easily takes the acting honors.

Running time, 123 minutes. Adult classification. October release.

JAMES D. IVERS

Para. Program

(*Continued from page 1*)

Middle East and elsewhere.

The British program will include Alfred Hitchcock's "No Bail for the Judge," with Audrey Hepburn; "The Stepmother" and "A Child Is Waiting," both with, it is hoped, Ingrid Bergman; and "Night Without End," a William Perlberg and George Seaton production, starring William Holden.

Detailing the resurgence of Paramount production, Patterson said "our distribution organization needs product and we are looking for talent—unusual talent." He also revealed that the Paramount story department had only recently closed three deals for story properties in this country at an aggregate cost of £65,000 ($202,000).

"I shall be actively seeking as many international properties as I can," he added, "suitable for the motion picture screen and no other medium."

Paramount is also interested in distributing pictures from all sources which may be considered to have international quality, he said. Two British films have been acquired for world-wide Paramount distribution, excluding Britain. One of them is Ivan Foxwell's recently completed "A Touch of Larceny."

Livingstone Quits

(*Continued from page 1*)

believed in the trade that it presages the merging of the Warner, Associated British and Pathe distribution organizations in the United Kingdom, with Livingstone becoming top executive.

375 to Fete Soviet Premier Tomorrow

From THE DAILY Bureau

HOLLYWOOD, Sept. 17. — Three hundred and seventy five invited industry guests and the press will break bread with Premier Khrushchev at a special luncheon Saturday in the Cafe de Paris on the 20th-Fox studio lot, co-hosted by Spyros Skouras and Eric Johnston.

The luncheon menu in the Cafe de Paris will consist of shrimp cocktail, boneless breast of squab stuffed with wild rice, petit pois, pearl onions, parisien potatoes, supreme of fruit, coffee and white wine.

Following lunch, which will be televised over KTLA, Khrushchev and party will visit a sound stage where bleachers, erected for the occasion, will hold the press and guests for a glimpse at filming a sequence of 20th's "Can-Can." Frank Sinatra will act as master of ceremonies with a Russian interpreter at his side.

Pitt. Gets Second New Indoor-Outdoor Unit

Special to THE DAILY

PITTSBURGH, Sept. 17. — Pittsburgh's second new drive-in theatre has just opened as the area's first indoor-outdoor theatre. It's the Ardmore on Yost Blvd., just off Ardmore Blvd., with room for 1,200 cars and a 10,000 square foot concession building. It will be operated by Associated Drive-In Theatres.

M-G-M Signs Producer

HOLLYWOOD, Sept. 17. — Anatole de Grunwald, one of England's leading producers and screen writers, has been signed to a Metro-Goldwyn-Mayer contract, it was announced today by Sol C. Siegel, vice-president in charge of production, and joins the studio organization after winding up his current activities in London.

Advt.

Television Today

Jack Benny to Begin 10th Year Over CBS

Jack Benny returns to the CBS Television Network in a new time period when "The Jack Benny Program" opens its 10th season on the network Sunday, Oct. 4. Starting on that date, the comedy show will be presented from 10:00 to 10:30 P.M., EDT, on alternate Sundays.

Jacks' entire television gang—Don Wilson, Dennis Day, Eddie "Rochester" Anderson, and the Sportsmen Quartet, will join the star as he launches his new season. Sponsor is Lever Brothers, represented by the J. Walter Thompson Co.

ABC-TV Promotes Three To Vice-President Posts

The promotion of three ABC Television Network officers to the position of vice-president was announced yesterday by Oliver Treyz, president.

Charles T. Ayres, Eastern sales manager, has been appointed vice-president for the Eastern Division, TV Network Sales. Omar Elder, Jr., general counsel for the ABC Television Network, has been appointed vice-president and general counsel for the TV Network. Daniel Melnick, director of program development, has become vice-president in charge of program development.

Bert Parks New Host Of 'The Big Payoff'

Bert Parks becomes the new host, joining Bess Myerson as hostess, on "The Big Payoff" when the CBS Television Network's daytime audience participation program unveils a new format on Monday, Sept. 28 (Mon.-thru-Fri., 3:00-3:30 P.M., EDT). In the new concept, contestants will take part in a guessing game in which a lucky answer can rack up enough points to win the "Big Payoff"—a mink coat and a trip for two to Europe.

Three Couples Compete

Three couples will compete each day and the husband-and-wife team with the highest score after three questions will have a chance at a fourth question which can lead to the top prize.

Five Stars Signed for Playhouse's 'Target'

Ricardo Montalban, George C. Scott, Marisa Pavan, Lilane Montevecchi and guest Pedro Armendariz have been signed to star in "Target for Three," the suspense drama which opens the fourth "Playhouse 90" season on the CBS Television Network Thursday, Oct. 1 (9:30-11:00 P.M., EDT).

Loew's Plans

(*Continued from page* 1)

Theatres' executives, intown managers, division managers, and executives of the distributing companies.

Publicity and exploitation campaigns were outlined for such films as "It Started with a Kiss," "North by Northwest," "Anatomy of a Murder," "The Devil's Disciple," "A Hole in the Head," "But Not for Me," and "Samson and Delilah." The session was held at the Loew's Theatres' penthouse.

Distributor Representatives

Present at the meeting were Eugene Picker, president of Loew's Theatres, John Murphy, executive vice-president, Leopold Friedman, chairman of the board, Ernest Emerling, vice-president in charge of advertising and publicity, who acted as chairman, and the following advertising, publicity and exploitation representatives from the distributing companies, who also addressed the meeting:

Robert Ferguson, director of advertising and publicity, Columbia; Richard Kahn, exploitation manager, Columbia; Sidney Schaefer, advertising manager, Columbia; Fred Goldberg, national director of advertising and publicity, UA; Al Fisher, assistant exploitation manager, UA; and Bernie Youngstein, exploitation department, UA.

Also, Dan Terrell, publicity director, M-G-M; Bernie Serlin, assistant exploitation manager, M-G-M and Jerry Levine, advertising manager, Paramount.

Also, Oscar A. Doob, M-G-M executive. And from Loew's Theatres: Milton Arnswalder, booker for intown theatres; Murray Lenekoff, assistant to Eugene Picker; Leonard Pollack, purchasing agent; Theo Jung, construction chief; John Kohler, head of projection department; James Shanahan, assistant advertising and publicity director; and Ted Arnow, Ann Bontempo, Henry Marcus and Paula Gould of Loew's publicity and advertising department.

Loew's division managers present included: James Bruno, Bernard Zelenko Jack Harris, James Grady, William Phillips and Sol Levi.

Loew's managers who attended were Jerry Blackwell, Charles Burns, George Kirby, Ben Newman, Allan Isaacs, Julius Rubenstein, Israel Zatkin, William Klenert, Helen Lupo, Reginald Dowell, Robert Solomon, Ines Groething, Jack Blum, Irving Gross, Howard Levy, Maurice Seidlitz, Sig Schwartz, Harry Meyer, Thomas Curtin, Harold Graff, Kenneth Holden and Jack Mercer.

Also, Clyde Fuller, Edward Brunner, Morris Tanney, Robert Sterrett, Albert Boschi, Frank Doherty, Abe Levy, Seymour Brond, Joseph Beck, Joseph McCoy, Danny Cohen, Ben Simon, Dorothy Solomon, Al Weiss, Louis Falk, Harry Greenman, Robert Cammann, Emanuel Light, Nathan Bernstock, Leonard Edwards, Eric Van Dyck and Joseph Epstein.

Russia May Send Entry To S. F. Film Festival

Special to THE DAILY

SAN FRANCISCO, Sept. 17.—Russia may send an entry to the third San Francisco international film festival here in November, it was revealed today by Irving M. Levin, managing director of the annual affair sponsored by the city art commission.

After announcing 15 foreign nations already having submitted feature pictures for competition, Levin, just back from a month's trip in Europe, said negotiations are underway with Russia, Denmark and Greece, none of which have participated in previous festivals here.

No U.S. Majors

Of the 15 nations already entered four are Iron Curtain countries—Hungary, Czechoslovakia, Yugoslavia and Poland. The remaining entries to date are Mexico, Holland, Great Britain, China (Hongkong), Italy, France, Germany, Japan, Korea, Sweden and India.

While major Hollywood producers seem to be sticking to their previous refusal to enter the competition, Levin said several independent American producers have offered films. He recalled that Franchot Tone's independently produced "Uncle Vanya" won an award in the first San Francisco festival in 1957.

Levin said there is an abundance of short subjects with more than 20 from the United States and nearly that number from abroad. Entries from foreign producers include Belgium, Czechoslovakia, Denmark, Finland, Great Britain, Italy, Holland and Poland.

Invitational Bow at State for 'Career'

Paramount's "Career," a Hal Wallis Production, will have an invitational premiere at Loew's State Theatre here, following the run of the current film.

In addition to celebrities of the entertainment world, guests will include prominent personalities in government, business and civic circles.

'Men' to de Rochemont

Louis de Rochemont Associates have been appointed to handle the theatrical distribution—and later non-theatrical circulation—of "Power Among Men," the first United Nation's feature film.

Albany V.C. to Elect

ALBANY, Sept. 16.—The Variety Club will elect a new crew at a meeting here on Sept. 28. The crew in turn will select officers, who take over Oct. 10.

National Pre-Selling

"IT STARTED with a Kiss," farce comedy starring Del Reynolds and Glenn Ford, is viewed in the Sept. 14 issue of "L A huge photo of Debbie Reyn taken in a gay mood apparently spired by some rare wines in a stocked cellar appears on the page of the review. On follo pages there are more laugh pro ing photos which should urge n "Life" readers to see this new M film.

•

Shirley MacLaine, the most v ously original personality to come of Hollywood for some time is filed in the Sept. 15 issue of "Lo The article by Eleanor Harris i lustrated with full color photo Shirley in many moods. In our o ion, she so thoroughly portrays character she plays in each on her films that you must look fully to be certain it's Shirley Laine you're watching. Her next releases are "Career" and "Can-C

•

A striking ad on Hecht, Hill Lancaster's "Take a Giant Step" pears in the September issue of " enteen."

•

Claire Kelly, MGM's new sta who was born in California with given name was on the cover of " Week's" Sept. 13 issue. The fact she was born in California and lowed to use her own name i rarity in Hollywood.

•

Joe Hyams, who has writte cover story on this new Kelly, qu her as saying on marriage, "I'll n marry an actor. An actor's more terested in his hairdo than in more important things of life: I'd to marry somebody mature lik doctor. After all they have to g school for eight years and th enough to mature anybody."

•

"This Kind of Woman," revie by Florence Somers in the Sept. sue of "Redbook" was made h New Yorkers found their town location for this Paramount film s ring Sophia Loren, Tab Hun George Sanders and Keenan Wy Already-crowded train platforms w further jammed with cameras, lig and production crews.

•

"They Came to Cordura" a "Devils Disciple" were featured a given excellent ratings in the revi department of "Photoplay's" Oct. sue.

•

According to Richard Marek in t Oct. issue of "McCall's." "Anato of a Murder" sticks closely to t Robert Traver best seller from wh it has been adapted; and is aided i measurably by fine location phot raphy (upper Michigan), and a mu cal score by Duke Ellington.

WALTER H

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 86, NO. 57 NEW YORK, U.S.A., MONDAY, SEPTEMBER 21, 1959 TEN CENTS

DITORIAL

llied and ACE

By Sherwin Kane

AST week's convention in Cincinnati of Allied States' three Ohio Valley units aired, as excted, a sharply critical attitude toard the American Congress of Exbitors.

This attitude was clearly expressed the convention address of Abram Myers, national Allied board chairan and general counsel. Myers felt at all too little has been accomshed by ACE since its inception t November. He took the position, wever, that since a resuscitation industry conciliation appears to be one contribution to date, that ould not be ignored. He recomended that conciliation be given a w trial by hard pressed, small theae owners during the next three nths, and that the results be reted to Allied organizations for apaisal at the annual meeting of the tional board in December.

•

Concurring with Myers' views, the ncinnati convention agreed to reain from overt action on the subt of ACE and, instead, resolved at should there be no improvement the accomplishments of ACE durg the next three months, the Inana, Kentucky and West Virginia lied units will instruct their delees to the national board meeting urge that Allied withdraw from CE.

Both Myers and the Cincinnati nvention re-stated Allied's intention continue with its so-called "white per" campaign in Congressional eas on the grounds that nothing w in view will realize for exhibirs the white paper's objectives.

•

Thus Allied, or an important segent of it, serves notice that it proses to give ACE, born only last ovember, three months more in nich to justify its existence and Alld's further support of it.

Allied, at the same time, nonetheless, re-pledges its support to a white per program that already is twice old as ACE, even if we consider ly its present reincarnation, and

(*Continued on page* 2)

TELEVISION TODAY—page 4

NTA Makes Deal with Russians for Exchange of TV Programs and Films

An agreement for the exchange of both television programs and motion pictures between the Soviet Union and National Telefilm Associates, Inc. has just been reached in Moscow, it was announced at the weekend by Oliver A. Unger, NTA president, and Vernon Burns, vice-president of NTA International and managing director of National Telefilm Associates, Inc. (UK) Ltd. They said at a press conference that this is the first compact

(*Continued on page* 4)

'Herald' Meets Draw Biggest Attendance

Registration for the third series of Merchandising Conferences sponsored by Motion Picture Herald, which get underway here Wednesday morning, continued to increase at the weekend with the number of exhibitors accepting invitations to attend rising to more than twice that of the second Conference held last April.

In turn the second Herald Conference drew twice that of the first, held in November, 1958, attesting to the growth in popularity of the meetings among exhibitors and their realization of the value of previewing

(*Continued on page* 4)

Smith Is Signed As Assistant to Siegel

From THE DAILY Bureau

HOLLYWOOD, Sept. 20.—Bernard Smith has been signed by M-G-M as executive assistant to Sol C. Siegel, vice-president in charge of production, the studio announced at the weekend. Smith assumes his new post around

(*Continued on page* 2)

Safeguards Set Up by Anti-Trust Decisions

Several recent court decisions have established the principles that more than just parallel action is needed to prove conspiracy or violation of the anti-trust laws and that it is permissible in the law for distributors to act independently and to come to the same business conclusion, Herman M. Levy, general

(*Continued on page* 5)

Skouras Asks Premier For Open Soviet Market

From THE DAILY Bureau

HOLLYWOOD, Sept. 20. — Unrestricted commercial exchange of films between the U.S. and the Soviet was urged upon Nikita Khrushchev by Spyros P. Skouras, co-host

(*Continued on page* 5)

Academy Officials Due Here Thursday to Discuss '60 'Oscar' Telecast Sponsorship with MPA Board

The question of continued industry sponsorship of the annual Academy Awards telecasts will be discussed at a meeting of the board of directors of the Motion Picture Association here on Thursday. A group representing the Academy and headed by president B. B. Kahane will come here from Hollywood to attend the meeting.

The industry, through the MPAA, has an option on the 1960 Awards telecast which, if exercised, would keep television's biggest audience attracting program on a non-commercial basis for another year. However, exercise of the option is a moot question inasmuch as several members of the MPAA board are known to feel that the cost of the telecast—approximately $750,000—is excessive.

There has been considerable sentiment among executives whose companies foot the bill for either demanding a far less costly format or relinquishing industry sponsorship of the program. Some favor the idea of the program being offered to all networks as a sustainer or public service program. Whether or not the Academy representatives have a drastically reduced cost proposal to broach is not known here. It is reported, however, that NBC-TV may come up with a lower cost plan.

A-A Approves

Warner-ABPC Form New U.K. Releasing Co.

Provides Streamlined Unit Required Today, They Say

By PETER BURNUP

LONDON, Sept. 20.—The formation of a new distribution company, Warner-Pathe Distributors, Ltd., was announced at the weekend by Jack L. Warner, president of Warner Bros., and Sir Philip Warter, chairman of Associated British Picture Corp., Ltd.

In their joint announcement, Warner and Warter said that the "changing phase through which the industry is now passing necessitates effective consolidation, wherever practicable."

"It is felt," they continued, "that the concentration of United Kingdom distribution of the two companies into one, compact organization is in the

(*Continued on page* 5)

Over 100 Exhibitors To Attend S.L.C. Meeting

Special to THE DAILY

SALT LAKE CITY, Sept. 20.—More than 100 exhibitors from the Utah, Nevada and Idaho areas will convene at the Ambassador Club here Tuesday for the two-day fall meeting of the Mountain States Theatres Association, according to president John Krier.

Roy Cooper of San Francisco, assistant president of TOA, will deliver the keynote address at 10:30 A.M. The balance of the day's program will

(*Continued on page* 2)

Optimism Is Keynote of Tri-States Convention

Special to THE DAILY

MEMPHIS, Sept. 20.—Optimism is the keynote of the Tri-State Theatre Owners convention Tuesday and Wednesday at the Hotel Chisca here.

A. L. Royal, Tri-State president, an early arrival for the convention, said: "Theatre business over the South generally is the best in eight years. It

(*Continued on page* 2)

PERSONAL MENTION

ILYA E. LOPERT, president of Lopert Films, Inc., accompanied by MRS. LOPERT, returns to New York aboard the S.S. United States tomorrow, after an extended European business trip.

•

JEROME HYAMS, vice-president and general manager of Screen Gems, left here at the weekend for Hollywood.

•

ROBERT WISE, producer-director, was in Detroit at the weekend.

•

ARTHUR GREENBLATT, Allied Artists home office sales executive, leaves New York today on a 10-day business trip which will carry him to Atlanta, New Orleans and Memphis.

•

ROBERT MITCHUM is in Pittsburgh today.

•

ELLEN FOGELSON, daughter of DAVID FOGELSON, secretary and general attorney for the Stanley Warner Corp. and a member of the firm of Schwartz and Frohlich, attorneys, was married yesterday afternoon to ARTHUR LAWRENCE LIMAN in the Terrace Room of the Plaza Hotel here.

•

LEONARD ANDERSON, president of Leonard Anderson Associates, leaves here today for the Midwest.

•

JOSEPH L. MANKIEWICZ returned to London from New York at the weekend.

•

RAOUL LEVY, producer, arrives in New York today from Paris

•

DAVE EMANUEL, president of Governor Films, leaves here today for Chicago, Pittsburgh, Cincinnati and Detroit.

•

RALPH MARTIN, of *Seventeen Magazine*, returns here today from Europe.

The Buzz that Builds Biz!

MR. HOLLYWOOD MOVIE BEE TRAILER

Contact your local NATIONAL SCREEN SERVICE EXCHANGE

Want Ike, Khrushchev To See 'On the Beach'

From THE DAILY Bureau

WASHINGTON, Sept. 20.—Top-level political, military and diplomatic leaders and members of the Washington press who have attended special screenings of Stanley Kramer's "On the Beach" in the nation's capital are hoping that President Eisenhower will find time to view the United Artists release with Premier Khrushchev before the Russian leader leaves for Moscow, according to Jay Carmody, drama editor of "The Evening Star."

Carmody stated that "The schedule of the two heads of state is already overcrowded, but the right to dream is not thereby abrogated so far as Kramer and those who have seen the picture are concerned."

'Cordura' Will Open at Criterion Here Oct. 21

The Broadway engagement of "They Came to Cordura," a William Goetz Production for Columbia release, has been awarded to the Criterion Theatre, it was announced at the weekend by Rube Jackter, Columbia vice-president and general sales manager. The film will have a gala benefit premiere on Wednesday evening, Oct. 21.

The benefit opening will be sponsored by the Lila Motley Cancer Foundation with proceeds going to the Radiation Pavillion of New York University's Bellevue Medical Center.

"They Came to Cordura" will have twin American premieres at the State-Lake Theatre in Chicago and the St. Francis Theatre in San Francisco on Oct. 1.

Salt Lake City

(*Continued from page* 1)

include a luncheon meeting and an afternoon session devoted to advertising, equipment and product.

Krier said that a panel will lead a discussion on newspaper, radio and television advertising; concession and theatre equipment spokesmen will discuss new equipment and techniques in theatre operation; and the branch manager of each film company will discuss his company's product.

In the evening, a special preview screening has been arranged for Universal's "Pillow Talk."

Krier said that Wednesday will be devoted to "all fun" with a golf tournament during the day and a cocktail and dinner party in the evening.

Rank Closing Offices

The J. Arthur Rank Organization, Inc. will officially close its offices here at 729 Seventh Ave. on Friday.

Jackter on Coast for Week of Conferences

From THE DAILY Bureau

HOLLYWOOD, Sept. 20. — Rube Jackter, Columbia Pictures vice-president and general sales manager, arrives here tomorrow for a week of conferences with studio executives on forthcoming product.

Jackter will discuss release plans on the following films slated for release before the end of the year: Samuel Fuller's "The Crimson Kimono," Highroad's "The Mouse that Roared," Fred Kohlmar's "The Last Angry Man," Charles Schneer's "Battle of the Coral Sea," Hammer's "Yesterday's Enemy," Thunderbird's "Edge of Eternity," "The Warrior and the Slave Girl," UPA's "1001 Arabian Nights," and Sam Katzman's "The Flying Fontaines."

He will also look at footage from the following films currently before the cameras or recently completed: William Goetz' "The Franz Liszt Story" and "The Mountain Road," Ansark-Sidney's "Who Was That Lady?", Drexel's "Because They're Young," Philip Waxman's "The Gene Krupa Story," and Louis de Rochemont's "Man on a String."

Following the conferences here, the general sales manager will visit San Francisco, Seattle, Salt Lake City and Denver, highlighting Columbia's "Salute to the President" sales drive honoring A. Schneider. Jackter will meet with exhibitors and Columbia branch personnel on the merchandising of the company's outstanding current and forthcoming release program.

MGM Appoints Smith

(*Continued from page* 1)

Jan. 1, following completion of present commitments, and it is contemplated that he will be assigned to production duties in addition to acting as assistant to Siegel.

Currently producing "Elmer Gantry," Smith has been connected for several years in executive capacities with Hecht-Hill-Lancaster.

Siegel stated Smith's appointment would not affect the status of the M-G-M story department with Marjorie Thorson as studio story editor and Olin Clark as eastern story editor.

Tri-States Convention

(*Continued from page* 1)

is reported better than any time since the advent of television."

The 50th annual convention will hear Mayor-elect Henry Loeb of Memphis and Bruce Young, United Theatres city manager at Pine Bluff, Ark., as speakers. There will be a boat ride on the Mississippi for delegates.

EDITORIA

(*Continued from page* 1)

which has yet to achieve a sing thing for small exhibitors.

It cannot even boast that it h revived and rejuvenated a system conciliating urgent exhibitor rep sentations for business aid.

In fact, it has been explici branded by a Senate committee comprising allegations too similar those heard and by-passed by t Senate small business subcommittee 1955 to warrant new hearings duri the session of Congress just ended.

What this background of the A fied white paper campaign holds the way of promise of future assi ance to exhibitors that makes it mo to be relied upon than ACE is som thing that is certain to puzzle mo than a few exhibitors.

Miller Elected V-P Of Claughton Compan

Special to THE DAILY

MIAMI, Fla., Sept. 20.—Curtis J Miller was elected vice-president the Claughton Company at a recen meeting of the board of directors, was announced today by Lillian C Claughton, president of the firm. Th Claughton Company is the manage ment company for all of the Claughto enterprises, including Claughton The atres, Claughton Hotels, the Silve Sands Oceanfront Motel, Burlingam Company and various other interest

Miller has been with the Claughto firm for over 14 years. For nine yea he was general manager of the com pany's theatres in the Tampa-St Petersburg area, with headquarters i Tampa, where he was active in Lion Club and Advertising Club affairs For the past five years he has beer supervisor and advertising-public re lations director of their theatres i the Greater Miami area.

Five Exhibitors Active In TOA Here This Week

Five exhibitors active in Theatre Owners of America will be in New York this week on personal business They are George G. Kerasotes of Springfield, Ill., TOA president; Albert M. Pickus of Stratford, Conn., TOA executive committee chairman; Myron N. Blank, of Des Moines, past-president of TOA; Harold Field of St. Louis Park, Minn., member of TOA's executive committee, and David Jones of Springfield, Ill., TOA committeeman.

Blank and Jones will be accompanied by their wives. The Blanks, Kerasotes and Pickus will stay at the Sherry Netherlands Hotel; Field at the Manhattan, and Mr. and Mrs. Jones at the Edison.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

From the heart of America...

THE BUZZ THAT BUILDS BIZ!

United Theatre Owners OF ★ THE Heart Of America

1802 WYANDOTTE ST. KANSAS CITY 8, MISSOURI PHONE HArrison 1-5981

"MR. HOLLYWOOD MOVIE BEE TRAILER AVAILABLE"

"We are sure the membership of UTO is interested in the production of the 'Mr. Hollywood Movie Bee Trailer' which was started during SHOW-A-RAMA and is now available to anyone interested. We have seen this trailer here in Kansas City, and it is a terrific production in color and does a very fine job in building up interest in forthcoming product from Hollywood. This trailer itself costs $10.00, and it is so designed that you should add eight or ten trailerettes to it which we understand cost 90¢ a piece. These trailerettes should cover the stars and the names of forthcoming major attractions from Hollywood studios.

This trailer has been used by quite a number of people who are using the 'Mr. Hollywood Movie Bee' campaign and everyone has been extremely enthusiastic about the comment which is forthcoming from the audience after they see the trailer. It has such a terrific impact upon the audience that we can heartily recommend it to any member of UTO and same may be ordered direct through your National Screen Service Branch.

If you don't want to use this in the Drive-In, buy it now and use it for opening your downtown theatre this fall. It is one of the finest trailers you will ever have on your screen to sell your coming attractions. ORDER ONE TODAY ** ORDER BLANK ENCLOSED".

BEVERLY MILLER,
PRESIDENT

Thank you U.T.O.!... They're really buzzin' out all over about a humdinger of a business - booster!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Television Today

NTA Files FCC Brief On Option Time Rules

From THE DAILY Bureau

WASHINGTON, D. C., Sept. 20.—A brief asking for the adoption forthwith of the Federal Communication Commission's proposed option time rule, amended to make a half-hour of option time available in each broadcast day segment to independent program suppliers, has been filed with the FCC by National Telefilm Associates, Inc., Ely A. Landau, chairman of the board, announced at the weekend.

The amendment, proposed in August by NTA, would enable program suppliers, other than the existing three interconnected networks, to enter option time agreements with television stations throughout the country.

Offer Alternative

Should the Commission not be satisfied that such action be adopted on the basis of the present record, then the NTA, in the alternative, asked the Commission for a hearing, at which a full factual submission could be made, or for an oral argument, which would provide an opportunity for questions clarifying answers and a further testing of NTA's stand.

Failure to extend option time rights to other program sources the brief asserts, will perpetuate existing monopolies.

SMPTE Sets Sessions on Equipment, Practices

Two sessions on television equipment and practices are expected to be highlights of the 86th semi-annual convention of the Society of Motion Picture and Television Engineers, Oct. 5-9, at the Statler Hilton Hotel here, according to Dr. J. Paul Weiss, duPont Photo Products Division, Parlin, N.J., convention program chairman.

The two sessions will take place on Oct. 8, the fourth day of the convention.

Swezey Resigns Post

NEW ORLEANS, Sept. 20.—Robert D. Swezey has resigned as executive vice-president and general manager of WDSU Broadcasting Corp., here as of Jan. 1, on which date Louis Read, vice-president and commercial manager of the television and radio broadcasting firm will take Swezeys' place. Edgar B. Stern, president, said that Swezey would continue as a vice-president and director of the corporation and of the Modern Broadcasting Co., which operates WAFB-TV in Baton Rouge, La., in which WDSU has a majority interest. Swezey said he decided to reduce his WDSU activities in order to pursue other interests.

Russian Deal

(*Continued from page* 1)

of its kind in the television industry, as well as the first in the motion picture field between the U.S.S.R. and an individual American company.

Does Not Cover TV

While the Soviet Union and the Motion Picture Export Association have had a long-standing contract providing for the exchange of films for theatrical distribution, the MPEA is an industrywide group, and its arrangement does not apply in any way to television, the NTA executives pointed out.

The NTA-U.S.S.R. arrangement provides for the distribution of American films and programs in Russia and Russian films in this country on television and in theatres. The compact is in the form of a letter of intent between NTA and the All-Union Corporation for the Export and Import of Films (Sovexportfilm). It was negotiated by Burns and Alexander N. Davydow, president of Sovexportfilm, and A. G. Makarova, acting head of the Sovexportfilm American and English Departments in Moscow.

Will Screen Pictures

The letter provides that in accordance with the two organizations' desire to institute reciprocal trade in films for both television and theatres, each will screen pictures controlled by the other. The Russian films are to be screened in New York or Los Angeles and the NTA properties in Moscow. Terms governing each transaction are then to be individually negotiated.

Unger, commenting on the successful conclusion of months of negotiations, said, "Many companies in our field have endeavored to reach an agreement with the Soviet Union for a cultural exchange film program. NTA is delighted to be the first to set a firm working arrangement with the Soviet film officials. Plans are now proceeding to implement the screening procedures provided for and we hope to effect our first exchanges very shortly."

FitzSimmons Named

HOLLYWOOD, Sept. 20.—Filmaster president Robert W. Stabler has named William H. FitzSimmons vice-president of Filmercial Productions, Filmaster's commercial division, to replace James H. Chapin, who recently resigned. In announcing FitzSimmons' appointment, Stabler revealed the reorganization of Filmercial, which will result in a sizeable increase in manpower and facilities.

AB-PT Buys Interest In Costa Rica Station

American Broadcasting-Paramount Theatres, Inc., has purchased a minority interest in Televisora de Costa Rica, Ltda., San Jose, Costa Rica, it was announced jointly at the weekend by Leonard H. Goldenson, president of AB-PT, and Rene Picado and Carlos M. Reyes, co-owners and managers of the station.

Televisora de Costa Rica, Channel 7, scheduled to go on the air in December, will be Costa Rica's first television station. Situated in San Jose, the capital city, it will have its transmitter atop a 6,000-foot mountain six miles from the city, affording virtually complete coverage of the entire country.

Goldenson said the purchase "is another step in AB-PT's continuing program of aiding, by investment, and the furnishing of technical and administrative assistance, in the development of television in fast-growing foreign markets." AB-PT recently acquired a minority interest in News Limited of Australia and its TV station in Adelaide, NWS-TV.

'Summer' to Open 7th U.S. Steel Hour Year

The U. S. Steel Hour will inaugurate its seventh year on television with "Rachel's Summer," co-starring Martha Scott and Patty McCormack, On Wednesday, Oct. 7, at 10:00 P.M., EDT, via Channel 2. The "live" drama, about a young girl who becomes the victim of gossip, was adapted by Ron Sproat from a short story by Charles Jackson.

"Rachel's Summer" will be directed by Daniel Petrie. The Steel Hour is produced by The Theatre Guild; George Kondolf is executive producer.

Joins Lawrence Staff

Barbara Lane has been appointed production supervisor for Robert Lawrence Productions here, it was announced by Lou Mucciolo, vice-president for production. Miss Lane, formerly with Elliot-Unger-Elliott and UPA, becomes the sixth in a staff of supervisors who act as liaison with advertising agencies in the filming of television commercials. Because of her experience, she will be one of the staff members to supervise videotape productions when tape facilities are installed by RLP.

Bell Shows Paintings

Ulric Bell, of the 20th Century-Fox advertising and publicity department, is having a one-man show of his paintings and sketches at the Barbizon Hotel here. The show runs through Sept. 30.

Hudson Meeting Writes On Train for 'Talk'

Special to THE DAILY

CHICAGO, Sept. 20. — Rock H son, star of Universal's "Pillow Ta will hold an unusual all-day "p man press conference" aboard 20th Century Limited tomorrow its way from here to New York C Hudson is going to Manhattan fo week of press and promotion activi on the film.

Entraining with him tomorrow the Century for additional intervi enroute are motion picture wri and editors from Chicago, Detr Cleveland, Minneapolis, St. Paul a Milwaukee, in all of which ci early Ocober dates on "Pillow Ta have been set. Hudson is acc panied by U-I studio publicity dir tor Jack Diamond while the pr contingent interviewing him is ing coordinated by Ben Katz, U versal's Midwestern advertising a publicity director.

Enroute to New York

The Midwest contingent will joined in New York by more th two dozen motion picture writ and editors from Buffalo, Alba Hartford, Boston, Pittsburgh, Phi delphia, Washington and Charlot All these cities also have early da on "Pillow Talk."

The entire press group augment by New York film writers and crit will attend the invitational press p view of "Pillow Talk" at the RK 86th Street Theatre in New Yo Tuesdaly evening.

Close Phila. Theatre For Major Renovation

Special to THE DAILY

PHILADELPHIA, Sept. 20. — Th Stanley Theatre here will close ter porarily tonight for a complete r novation and redecorating project, was announced by Frank J. Dam of Stanley Warner Theatres. Th alterations planned are budgeted 500,000 and will include new seatin with wide spacing between rows; new wide screen and sound equi ment; and a new airconditioning sy tem.

The circuit will make the ne Stanley its flagship here. The theatr is 38 years old.

'Herald' Meets Draw

(*Continued from page* 1)

product and formulating promotiona ideas to be used in their theatres.

Exhibitors from the U.S. and Can ada representing 36 circuits will par ticipate in the Conferences, whic extend through Friday afternoon Delegates will come from all section of the country.

Product to be screened and dis cussed includes Warner Bros.' "Th Miracle," Paramount's "But Not fo Me," Columbia's "Yesterday's Enemy," 20th Century-Fox's "The Best o Everything," Universal's "Pillow Talk" and United Artists' "Odds Against To morrow."

afeguards

(*Continued from page* 1)

unsel for Theatre Owners of Amer-, states in an induustry case digest eased at the weekend.

Levy discusses in detail court find-gs in the recent suit of Lawlor and ntzer against National Screen rvice Corp. and cites other cases support of his point. "This prin-le in industry case law," he de-res, "seems clearly established: tributors, acting independently, d from business motives need not anxious nor frightened if they all lividually approach a problem in same way and obtain the same ult. This is so whether it concerns eferring one theatre for product er another – without competitive lding or competitive negotiation; to go to a major field, selecting eatres, instead of television, as out-s for pictures."

Protects Distributors

Levy comments further that the w protects the distributors in the ds mentioned if they wish to take vantage of the law. It is time for m to recognize that sound busi-ss reasons must guide them to the tection of individual exhibitors, d to the protection of all exhibi-s. Fear, lack of courage, and the sire for perhaps a temporary mone-y gain lead only to the path of st resistance, and retard progress d preservation."

In the NSS case, Levy points out, plaintiff sued that company and eight major distributors alleging t the exclusive licenses granted the distributors to NSS for the nufacture and distribution of ndard accessories were invalid on basis of violation of the anti-st laws.

The court ruled, among other ngs, that the plaintiffs failed to ve a conspiracy either by express eement or by parallel action. It nd instead the distributors had ed independently in licensing NSS perform the manufacturing and tributing of the standard accesso-s phase of the business.

-G-M Sales Office Is augurated in Iran

Metro - Goldwyn - Mayer Interna- Inc., has opened a new sales and tribution office in Iran with N. G. shi as manager, president Morton Spring announced here at the ekend.

Moshi will headquarter in Teheran. s career with M-G-M includes posts Iraq and in Israel.

unter Begins Tour

Another "Pillow Talk" personality k to the road over the weekend en producer Ross Hunter came e from Hollywood to launch a pre-ease publicity and promotion tour the film. Hunter, who produced UI-Arwin production with Martin lcher, has been set to cover a number of major situations within the next fortnight doing press, radio and TV interviews.

TV Course on Movies Slated on Channel 11

The Museum of Modern Art, in association with the Regents Educational Television Project, will present "The American Film: An Introduction," a series of 12 half-hour programs on WPIX-TV, Channel 11, Tuesday at 2:00 P.M., beginning this week. Richard Griffith, curator of the Museum's film library, planned and will narrate the series, the first educational TV course on the history of the film. Margery Stern is producer and Lee Polk director for the Regents.

Popular Art Form

Based on the Museum's film catalog, which can serve as a study guide, "The American Film" will investigate the movie from its inception as a scientific toy to its status as the most popular art form of the 20th century. Among guests to appear during the series are Lillian Gish, who will discuss the work of D. W. Griffith, author-distributor Arthur Mayer, Harold Lloyd and Mrs. Robert Flaherty. Film clips will be used extensively.

Khrushchev Lunch

(*Continued from page* 1)

with Eric Johnston and Buddy Adler, at the luncheon for the Red Premier at the 20th Century-Fox studio here yesterday.

Skouras said that during his visit to Moscow this summer, Russians of all descriptions told him how much they desired to see American motion pictures. He said the right to sell films in the Soviet to the extent of the market's requirements should be extended to all American producers and intimated that permission should be granted to American companies to open up their own distribution branches throughout the Soviet, as they do in other nations throughout the world.

He pointed out that there are no restrictions against the importation of Russian films to America and the Soviet is free to send in as many as the market will absorb.

UA, Eumig Cameras Set 'Country' Tie-up

United Artists and Eumig Movie Cameras have set a national promotion for D.R.M.'s "The Wonderful Country," starring Robert Mitchum and Julie London, keyed to more than 200 regional bookings throughout the country late this month and early October.

Full-page ads featuring Miss London, with full picture credits for the UA release, will appear in leading camera magazines beginning this month. In addition, three different types of window displays plugging the film have been prepared for department stores and retail outlets.

Warner-ABPC

(*Continued from page* 1)

best interest not only of both companies but also of the industry generally."

The two expressed the view that the amalgamation would lead to increased British production inasmuch as they feel the closer working arrangement between the two organizations in the distribution field will be a great inducement to Warners to participate more fully with A.B.P.C. in joint production at the Elstree studio.

Full Production Program

The full production program of Warner Bros. Burbank studio and of A.B.P.C.'s Elstree studio will be distributed by the new Warner-Pathe distributors here.

Steve Broidy, president of Allied Artists, which has a contract for the distribution of its product in the United Kingdom by A.B.P.C., has signified its wholehearted support of the new arrangements for handling A-A's product here, it was stated.

Livingstone Heads Sales

Warter is chairman of the new company; Louis Lewis is managing director, and they, with D. J. Goodlatte and Arthur Abeles comprise its board of directors. Percy Livingstone, who resigned yesterday from 20th Century-Fox, Ltd., becomes general sales manager of the new company.

In a separate announcement, A.B.P.C. states that Mac Gregor Scott has been appointed managing director of Associated British-Pathe, Ltd., which previously handled all of the corporation's product.

Handle Overseas Sales

The understanding is that A.B.-Pathe, in addition to production of the Pathe newsreel, has an expanding business in the production of television commercials and industrial films. In the future the company will handle the overseas sales of A.B.C.'s television films and the corporation's feature films.

Abeles today announced with regret the resignation of Carl Stack as Warner Bros. general sales manager here. He had been with Warners 27 years and was appointed sales manager in 1948.

Kodak Education Aids Total Over $600,000

Special to THE DAILY

ROCHESTER, N.Y., Sept. 20. – Aid - to - education contributions amounting to more than $600,000 were announced by the Eastman Kodak Company recenty. Under the company's program this year, 75 direct grants and 44 fellowships were awarded American colleges and universities.

During the past five years, Kodak's total expenditures under the plan have amounted to more than $3,000,000. "We look upon this program as an investment in the future of American education—an investment which will continue to benefit the company as well as the nation," stated Thomas J. Hargrave, chairman, and Albert K. Chapman, president.

Eva Marie Saint Gets Top Role in 'Exodus'

Eva Maria Saint has been signed by Otto Preminger for the leading female role in his film version of the best-seller novel, "Exodus."

Signing of Miss Saint to play the role of the American nurse, Kitty Fremont, marks the third important casting announcement by the producer for his production, which will get underway next spring in Israel. Other casting set for the United Artists release is that of Paul Newman, who will play Ari Ben Canaan, the Israeli freedom-fighter, and Timmy Evertt, who will be seen as Dov Landau.

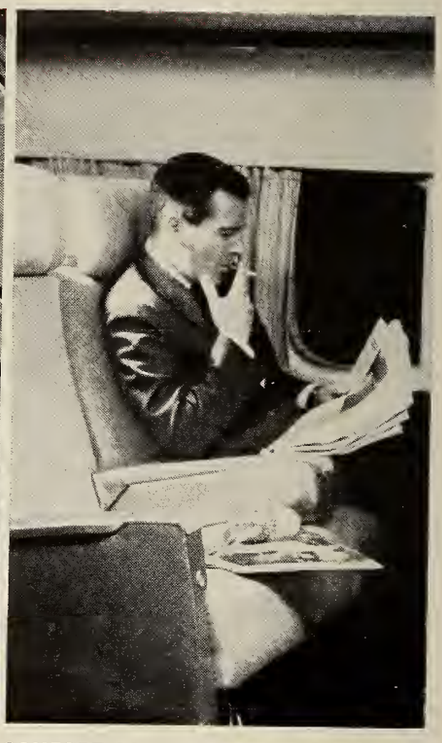
are you among the leading exhibitors who have joined

Advt.

COMING THIS FALL...

UNITED AIR LINES BRINGS YOU THE WORLD'S NEWEST AND FINEST JET, THE DC-8 JET MAINLINER

THE FAMOUS RED CARPET* ROOM on United Air Lines new DC-8 runs the full width of the cabin—offers the relaxed comfort of a living room aloft. You'll find it a favorite gathering spot for jet age travelers.



COMFORT-CONTROL SEATS—lean back and your light leans with you. Cooling, ventilation, call button at your finger tips.

Newest, biggest, roomiest, quietest of all the jets. This is United Air Lines new DC-8 Jet Mainliner. Bigger than any other jet now flying or being built . . . roomier than any other jet with special comfort control seats . . . quieter than any other jet thanks to special soundproofing inside and out. United Air Lines took extra care to make this the best jet service for you—First Class or Custom Coach. Make your reservations now coast-to-coast. Call your travel agent or United Air Lines.

UNITED AIR LINES DC-8

JET MAINLINER, BY DOUGLAS

*Red Carpet is a service mark owned and used by United Air Lines, Inc.

EXTRA CARE HAS MADE IT THE BEST OF THE JETS

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 86, NO. 58 NEW YORK, U.S.A., TUESDAY, SEPTEMBER 22, 1959 TEN CENTS

overnor Signs

Penn. Censor Measure Goes nto Effect

oldman Group Planning egal Test of New Law

Special to THE DAILY

HARRISBURG, Pa., Sept. 21 — A w motion picture censorship law, tting up a three-member Board of otion Picture Control, is in effect day in Pennsylvania following sign- g of the bill by Gov. Lawrence e last week.

Challenge of the constitutionality the new law was being planned at e weekend, according to an an- uncement by William Goldman, iladelphia, president of the Penn- lvania Association of Amusement dustries, Inc., who said his group s retained legal counsel for the urt test.

Attacking the new law, Goldman inted out that "censorship has been iminated in nearly every state of

(*Continued on page* 6)

dd Films to Columbus nti-Obscenity Bill

Special to THE DAILY

COLUMBUS, O., Sept. 21. — The ty Council unanimously approved emergency amendment to the city's ti-obscenity ordinance to include otion pictures following Mayor M. E. nsenbrenner's request for a law vith teeth in it" aimed at "obscene" ms.

The measure becomes effective im-

(*Continued on page* 6)

'estimonial Dinner for lorace Adams Is Slated

Special to THE DAILY

CLEVELAND, Sept. 21. — While ans for the Independent Theatre wners of Ohio's convention in Co- mbus on Oct. 27-28 are still in the aking, it is learned that on the 28th testimonial dinner will be held in nor of Horace Adams, outgoing esident who has served three or ur terms as Association head.

It is understood that Irving Dol- ger will be one of the speakers.

AB-PT Employee Stock Option Plan Approved

A stock option plan for key executives and employees of American Broadcasting - Paramount Theatres was approved yesterday by the board of directors.

The restricted stock option plan will be submitted to the stockholders for approval at a special meeting to be called on Nov. 24.

Sandra Dee to Appear At TOA Chicago Meet

Sandra Dee will lead the parade of "new faces" expected at the 12th annual convention of the Theatre Owners of America at the Hotel Sherman in Chicago, Nov. 8 to 12, president George G. Kerasotes has announced. He said he had just been advised by David Lipton, vice-president of Universal, of Miss Dee's availability for the convention. This commitment came as a result of Kerasotes' request to all major film com-

(*Continued on page* 4)

May Name Tisch Man To Loew Theatres Board

Election of a representative of Tisch Hotels, Inc., to the board of directors of Loew's Theatres is expected to take place at a meeting at the latter's board today. Tisch Hotels has been acquiring Loew's Theatres stock as an investment over a period of several months. Its last reported holdings to the Securities and Exchange Commission for the month of

(*Continued on page* 4)

Studios' Welcome to Khrushchev Misfires

From THE DAILY Bureau

HOLLYWOOD, Sept. 21.—Premier Khrushchev's visit to Hollywood Saturday was productive of much publicity for the production community, a lot of it the kind it would prefer not to get, most trade observers agreed today.

The Soviet head man told reporters later that "Can-Can," the production set of which he visited at the 20th Century-Fox studio following the luncheon tendered for him there by Spyros Skouras, 20th-Fox president, and Eric Johnston, Motion Picture

(*Continued on page* 4)

Academy Seeks More Entries from Overseas

From THE DAILY Bureau

HOLLYWOOD, Sept. 21. — In a move to stimulate broader international competition for the next Foreign Language Film Award by Academy of Motion Picture Arts and Sciences invitations have been mailed at the earliest date in the history of the Academy to countries throughout the

(*Continued on page* 4)

Hal Elias Heads Studio Of UPA Pictures, Inc.

From THE DAILY Bureau

HOLLYWOOD, Sept. 21 — The appointment of Hal Elias as studio manager of UPA Pictures, Inc., effective this week, was announced today by Stephen Bosustow, president.

Elias was with MGM for 25 years,

(*Continued on page* 4)

Over 100 Exhibitors from 36 Circuits Set To Attend 'Herald' Conferences Here Tomorrow

Over 100 exhibitors representing 36 circuits in all parts of the country will gather in the Warner Bros. Screening Room here tomorrow for the opening session of the third series of Merchandising Conferences sponsored by Motion Picture Herald.

For three days, through Friday, the showmen will preview six films, discuss promotional possibilities for the product and participate in a round table devoted to general advertising and promotion problems.

At Warners tomorrow morning the exhibitors will see and discuss "The Miracle." In the afternoon Paramount's "But Not for Me" has been scheduled. Set for Thursday are Columbia's "Yesterday's Enemy," 20th Century-Fox's "The Best of Everything," and Universal's Pillow Talk." The round table meeting will take place Friday morning, and United Artists' "Odds Against Tomorrow" will be shown that afternoon.

Closed in May

Iowa Theatre Reopened By Conciliation

Owner Says Rentals Relief Enables House to Prosper

The first instance thus far disclosed to the trade of a closed theatre being enabled to reopen through film rentals relief obtained through the industry conciliation machinery was brought to light yesterday by Theatre Owners of America here.

The theatre is the Perry, a 750-seat house in Perry, Ia., and the only conventional theatre in Dallas County. It is owned by Harold Field, president of Pioneer Theatre Corp. of St. Louis Park, Minn., who also is an executive committeeman of TOA.

Field said that immediately after reading of the recent American Congress of Exhibitors-Motion Picture Association of America agreement under which conciliation was held out as the means of saving small theatres,

(*Continued on page* 2)

Conciliation with UA Asked by Mass. Theatre

Special to THE DAILY

BOSTON, Sept. 21. — Julius Covitz, owner of the subsequent run Fairmount Theatre, Hyde Park, Mass., has formally requested conciliation with United Artists' Harry Segal, branch manager here.

In his letter, Covitz stated that he has repeatedly attempted to date pictures which have not been picked up

(*Continued on page* 2)

New Miami Circuit Has Plans for Expansion

Special to THE DAILY

MIAMI, Sept. 21—Murray and Fink Theatres, new circuit headed by K. Gordon Murray and Joseph Fink, has acquired four theatres in this state and plans to build two more in the Miami area pending zoning changes. Negotiations are also underway for additional theatres.

Fink was formerly associated with

(*Continued on page* 4)

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and his assistant, BERNARD LEVY, are in Minneapolis from New York.

•

EDWARD MUHL, Universal-International vice-president in charge of production, will arrive in New York from Hollywood today for meetings with MILTON R. RACKMIL, president.

•

ILYA E. LOPERT, president of Lopert Films, and MRS. LOPERT will return to New York from Europe today aboard the "United States."

•

HARRY L. MANDELL, vice-president of Atlantic Pictures, will leave New York today for Chicago.

•

JOSEPH REMBRANDT, owner of the Center-Mayfield Theatre, Cleveland, and the Ellet, Akron, is visiting his mother in Arizona.

•

ROBERT M. STERNBERG, of New England Theatres, Inc., has returned to Boston from Hartford.

•

MAX BERCUTT, Warner Brothers West Coast publicist, left Hollywood yesterday for New York.

•

A. C. LYLES, producer of Allied Artists' "Raymie and the Barracuda," has arrived in New York from Hollywood.

•

BOB BLITZ, Warner Brothers salesman in Cleveland, is confined to Euclid Glenville Hospital there.

•

BERNARD DIAMOND, theatre operations executive of the Schine Circuit in Gloversville, N. Y., accompanied his daughter, SHARON, to Iowa University for her enrollment there. Diamond is a graduate of that school.

'Room' to Burstyn

Luis Bunuel's film entitled "Stranger in the Room" has been acquired for the United States by Joseph Burstyn Film Enterprises.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
CARY GRANT EVA MARIE SAINT JAMES MASON
in ALFRED HITCHCOCK'S
"NORTH BY NORTHWEST"
An M-G-M Picture in VistaVision • Technicolor®
and GALA NEW STAGE SPECTACLE "SUMMER FESTIVAL"

Conciliation Reopens House

(*Continued from page* 1)

he sent letters requesting conciliation to the branch managers of every film company in the Des Moines and Omaha exchanges.

"The relief they gave me was satisfactory to the point that I will be able to reopen the theatre, which closed last May after nearly 30 years operation," Field said.

He said his circuit was forced to shut the theatre because operating expenses, without overhead or administration, exceed grosses. The film rental relief he obtained, he said, should enable the theatre to operate in the black.

Field said Perry is a community of 6,000 persons near Des Moines, and Dallas County has a population of 30,000. He said the theatre was recently remodeled, and was reseated as recently as a year ago, so that the physical condition of the theatre was not a factor in its closing.

Field said he had sought relief continually from the film companies, but found the branch managers "either unwilling or unable" to help him. However, he said, after the ACE-MPAA session, the branch managers he has seen thus far have been prompt, effective and quick in proffering the necessary relief. He said he presented expenses and receipts to each film company to establish a new rental formula.

"We felt we were closing the theatre for good last May," he said, "because we felt all channels of relief had been exhausted; we had no hope of operating profitably under existing costs. Then conciliation was revived, and from the experience we have had with it, was made to work by the branch managers. They literally took the pledge of their company presidents that small theatres must be kept open and that all possible relief—within good business practices—should be granted. Our experience has been most satisfactory."

20th-Fox Product Meet Is Held in Cleveland

Special to THE DAILY

CLEVELAND, Sept. 21. — Practically all Greater Cleveland independent circuit heads attended a 20th-Fox merchandising meeting in the company's exchange on Friday at which sales promotions on all Fox product set for release up to ths first of the year was discussed by branch manager Ray Schmertz and publicity director Adrian Awan. It was pointed out that the first-runs benefit from national advertising in proportion to their effort at the local level and that for independent subrun theatres to reap their boxoffice potentionals they must not only cash in on the first run campaign but must explore new fields at their own levels.

This, Awan stated, can be done with tie-ups with various service organizations depending upon the individual picture. Tape recorded statements made at an invitational screening of "Blue Denim" are in demand by local PTAs, showing that aroused interest can do much to stimulate theatre attendance, he said.

Generals See 'Enemy'

WASHINGTON, D.C., Sept. 21.— A group of military commanders, including 18 U.S. Army Generals, attended a special screening of Columbia's military drama, "Yesterday's Enemy," at the MPAA screening room here. The special screening was sponsored by Lt. General Walter Weible, executive vice-president of the Association of the United States Army, who, until his recent retirement was Deputy Chief of Staff of the United States Army.

Conciliation with UA

(*Continued from page* 1)

on availability by the Oriental Theatre, Mattapan, a first subsequent Boston run. The Fairmount run follows the Oriental by one day.

The letter asserts, "When these pictures are finally released to us they have little box office value. We feel that this is creating unfair practices and is detrimental to our interests." The Fairmount is booked by Joseph G. Cohen Enterprises.

The case is one of the first to come to trade attention in this area since the American Congress of Exhibitors and the Motion Picture Association announced agreement last month to endeavor to assist distressed small theatres through the industry conciliation system.

Cleveland Council Meets

CLEVELAND, Sept. 21. — Committee chairman of the Motion Picture Council of Greater Cleveland were introduced at a meeting held here in the Higbee Auditorium, after which the members were guests of the Stanley Warner to view "Darby O'Gill and the Little People."

The council meeting was conducted by newly-elected president Prof. Millard Kordan of Fenn College.

Honor for Johnston

WASHINGTON, D. C., Sept. 21— Eric Johnston, Motion Picture Ass'n. president, will receive the decoration of the Grand Officer of the Order of Leopold II, at ceremonies at the Belgian Embassy here Friday. The award was made to Johnston by the King of the Belgians, who visited in the United States last Spring.

FIDO to Consider BBC Selznick Deal Tomorro

From THE DAILY Bureau

LONDON, Sept. 19. (By Air Ma —An emergency meeting of the bo of the Film Industry Defense Org ization (FIDO) has been called Wednesday to consider the recent s by David O. Selznick of 22 pre-1 films to the British Broadcasting Co

Enquiries show that the only Se nick feature now on release here the 20th-Fox distributed "A Farew to Arms" and the only one presu ably against which FIDO could ex cise sanctions.

Hitherto FIDO's operations ha concentrated on the purchase of rights to British-made films; its co mittee taking the view that an u official though effective British quo on tv screenings here constituted suf cient protection. A FIDO spokesm said today that if the organizati had gone into the market for Ame can tv rights as well as British it wou have cost them £4 million inste of the £400,000 which has been i vested hereto.

Announce Winners in AA Goldstein Drive

Returns from the recently complete Morey "Razz" Goldstein appreciatio drive held by Allied Artists show th national billings exceeded the estal lished quota, Goldstein, vice-presider and general sales manager, reporte yesterday.

Three branch managers won to prizes of $1,000 cash. They are N Furst, New York City; Max Gilli Philadelphia, and Robert Adler, A bany. Salesmen and bookers in th winning offices will receive two week salary.

Second place branch offices are L Angeles, Cleveland and Buffalo, wit managers M. J. McCarthy, Sa Schultz and Lou Lieser receiving $50 cash prizes and salesmen and booker taking one week's salary. Third plac winners were San Francisco, Bosto and Omaha, Managers James Myer Ben Abrams and Sol Francis each get ting $250, and the salesmen and book ers being awarded one-half week's sal ary.

Long-Closed Theatres In Hartford Reopen

Special to THE DAILY

HARTFORD, Sept. 21—Two long-shuttered Hartford theatres—Community Theatres' 800-seat Art, and Harris Brothers' State Theatre have resumed operations.

The Art has re-lighted with a first-run foreign film policy and the State has started another season of Saturday-Sunday name vaudeville-motion picture programs. Both theatres had been closed since early spring.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Exhibitors Song from "Porgy and Bess"

"BESS YOU IS MY WOMAN NOW"

SAMUEL GOLDWYN'S

PORGY AND BESS

SEATS NOW ON SALE THROUGH JAN. 1, 1960 IN FIRST 6 ENGAGEMENTS!

14th WEEK • WARNER THEATRE, NEW YORK CITY

11th WEEK • CARTHAY CIRCLE THEATRE, LOS ANGELES

10th WEEK • CORONET THEATRE, SAN FRANCISCO

10th WEEK • McVICKER'S THEATRE, CHICAGO

8th WEEK • ASTOR THEATRE, BOSTON

7th WEEK • TIVOLI THEATRE, TORONTO

and next...

PEOPLE

Warren G. Harris, who has served both MOTION PICTURE DAILY and *Motion Picture Herald* as reporter, feature writer and reviewer, has joined Paramount Pictures as trade press contact and feature writer.

□

Norman Nadel, theatre editor of the Columbus Citizen, on Nov. 4 will address the Springfield (Ohio) Business Women's Forum. His subject will be "On the Aisle."

□

James E. Benton, head of Benton Theatres, upstate New York circuit, finished first in the primary race for mayor of Saratoga Springs, N. Y. Under the city charter, the two highest men in the primaries later compete for the office of mayor in the regular election.

□

Col. Joseph F. Goetz, Washington public relations executive, has been named director of publicity and merchandising for Mike the MagiCAT, producers of the Lou Bunin Tri-Di process of animation for television and theatres. Col Goetz for over 20 years held posts with RKO Theatres in New York, Chicago, Dayton and Cincinnati.

May Name Tisch Man

(*Continued from page* 1)

July placed the total at 385,400 shares.

Eugene Picker, Loew's Theatres president, has scheduled a press conference immediately following the board meeting today.

'Not for Me' Opens At Capitol Oct. 2

Paramount's "But Not For Me," a romantic comedy starring Clark Gable, Carroll Baker and Lilli Palmer, will open at the Capitol Theatre here on Friday, Oct. 2.

Stage Show in Cinc.

CINCINNATI, Sept. 21. — Joe Alexander, manager of the RKO Albee Theatre here, is presenting Pearl Bailey in person, with her entourage of 40 talented singers and dancers, and her husband, Louis Bellson, as director of the 18-piece orchestra, for one week, October 8.

For 40 Years A Tradition Of Service

For over 40 Years Service and Quality has been Our Tradition.

Showmen all over America know they will get the best when they order

FILMACK SPECIAL TRAILERS

NEW YORK 630 Ninth Avenue

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Sandra Dee

(*Continued from page* 1)

panies to send their new stars so that exhibition could assist in publicizing these new personalities.

Kerasotes, in letters to the presidents of all the companies, termed the development of new stars "one of the salvations of our industry" and told them he felt "the convention would be an excellent stage for these young people to meet and be introduced to exhibitor leaders."

Personal Appearances Planned

Personal appearances for the young stars on radio, television and at theatres in the Chicago area to insure their exposure to the public will be arranged by TCA in addition to having them participate in the convention, Kerasotes said.

Academy Seeks

(*Continued from page* 1)

world to submit entries, limited to one for each country. The early request affords each country sufficient time to select its best film, thus providing Academy members the widest possible group of pictures for final "Oscar" selection, according to Luigi Luraschi, chairman of Academy's foreign language film committee.

Rules Unchanged

Rules for the 32nd awards competition remain the same as last year. The award will be made to the best feature length film (over 3,000 feet) produced by a foreign company, with a non-English sound track and first shown in a theatre for profit during 1959. The picture need not have been shown in the United States.

Hal Elias Named

(*Continued from page* 1)

first as head of Western exploitation and then as assistant to Fred Quimby in the shorts department for 15 years. In 1955 he succeeded Quimby as head of the shorts department. For the past year he has served as secretary-treasurer of Television Commercials, Inc., at Paramount Sunset, from which post he has resigned to join UPA.

Elias has been a member of the Board of Governors of the Academy of Motion Picture Arts and Sciences for 10 years as a representative of the short subjects branch, and he is currently secretary of the Academy board.

'Beach' Bow for Madrid

Madrid has been added by United Artists to the list of major cities in which Stanley Kramer's "On The Beach" will have its six-continent global premiere on December 17. Madrid was the only city selected from 41 additional capitals that have asked to participate in the first global launching of a motion picture. The Madrid premiere will be at the Lope de Vega Theatre.

Selection of Madrid by UA and the Kramer organization brings to 18 the number of cities which will have simultaneous premieres of the picture.

Luxury Features for 'Best' Premiere Oct. 8

New York City's Hudson Celebration will play host at a gala midnight supper ball to be held at the Sheraton-Astor Hotel following the charity world-premiere performance of 20th Century-Fox's "The Best of Everything," at the Paramount Theatre here, October 8th. The premiere is being sponsored by the Celebration Committee.

With a theme of "the best of everything," a special cuisine is being planned, and fashion and jewelry shows displaying articles valued at more than $2,000,000 will be features of the evening.

In attendance at the ball will be Mayor Robert F. Wagner, who proclaimed the Jerry Wald production the official film of New York's Hudson Celebration; William Zeckendorf and Mrs. Wendell Wilkie of the Celebration committee. The stars of the film will also attend: Joan Crawford, Hope Lange, Suzy Parker, Robert Evans and Diane Baker.

New Miami Circuit

(*Continued from page* 1)

Georgia Theatres Corp. and Wometco Theatres. Murray is also active in film production and distribution.

The four theatres now being operated by the circuit are the Riviera Drive-In and Lincoln Theatres, Key West; Suburbia Drive-In, Gainsville; and Hi-Way Drive-In, Ft. Lauderdale.

Conn. Drive-In Group Will Organize Today

Special to THE DAILY

HARTFORD, Sept. 21.—The Connecticut Drive-In Theatres Assn. will hold an organizational meeting at the Colonial House, Hamden, tomorrow at 12:15 noon. Presiding is temporary chairman Sperie Perakos, general manager of Perakos Theatre Associates, independent New Britain circuit.

Principal action will include election of a permanent officers slate and discussion of long-range objectives for Connecticut's burgeoning outdoor theatre field. Both circuit and independent circuit interests have indicated they will send delegates.

Fire Destroys Theatre

LUCAS, Kan., Sept. 21. — A fire destroyed the only theatre in this town last week despite the efforts to save it by firemen from five nearby communities. Loss is estimated at $25,000; the owners, Mr. and Mrs. Lawrence Gilbreath, said it was partially covered by insurance.

Cleveland Clambake Set

CLEVELAND, Sept. 21. — The annual clambake of the Associated Theatres circuit will be held on Thursday at Schuters' Tavern. Guests will include all of the organization's theatre managers as well as the local branch managers of the major distributors.

Khrushchev

(*Continued from page* 1)

Association president, would not h one of those shown in the Sovie Union under the cultural exchang agreement with the United States.

Khrushchev said he thought th dancing was immoral and of intere only to those who are oversatiated "A man with normal morals would n be interested in such dancing," h said. "A person's face is more beaut ful than his backside, and that's wha they showed us."

Khrushchev had engaged in a ver bal exchange with Skouras at th luncheon. The 20th-Fox president re counted his humble origin and prog ress to success as an example o American democratic opportunity Khrushchev interrupted to say that hi own beginnings had been equall humble. Skouras retorted that Amer ica has room for 2,000,000 corpora tion presidents whereas all enter prise in the Soviet is a state-con trolled monopoly.

Objects to Carter

On an another occasion here, th Soviet dictator objected bitterly t having had Victor Carter, presiden of Republic Pictures, whom Khrush chev identified as a "deputy-Mayor" of Los Angeles, assigned to accom pany on a ride to his hotel. Khrush chev said Carter identified himself a the son of a Russian manufacture whose plant had been nationalized by the Bolsheviks.

City officials denied anyone has the designation of "deputy-Mayor," add ing that Carter had been chosen be cause he is a prominent resident and speaks Russian.

Khrushchev also made an incident of his inability to visit Disneyland, charging that he had been needlessly kept away for "security reasons." Actually, arrangements for his visit here were made by his own advisers and Soviet security police disapproved a Disneyland visit.

Cost Over $50,000

A majority of those at the studio luncheon Saturday expressed the belief that Khrushchev started out well but lost his audience by talking too long. For this, it was estimated, 20th-Fox and MPAA will pay more than $50,000,

The entire "Can-Can" company had to be paid overtime for Saturday work.

At other times, Khrushchev also complained that the Soviet Union wanted to expand on the cultural exchange agreement but that the U.S. refused. State Department spokesmen deny this.

The "Daily Mail" of London said "the shocking vulgarity of the Hollywood show was an insult, especially to the Russian ladies."

Wometco Manager

JACKSONVILLE, Fla., Sept. 21.— Pearce Parkhurst has been named manager of Wometco's North Dade Drive-In Theatre here. He formerly operated drive-ins at Lansing, Mich., and Schroon Lake. N. Y.

Exhibitors Song from "Porgy and Bess"

"OH, THEY CAN'T SIT DOWN"

SAMUEL GOLDWYN'S

PORGY AND BESS

STANDING ROOM ONLY IN NEXT 6 ENGAGEMENTS!

October 1 • VALLEY THEATRE, CINCINNATI

October 7 • MERCURY THEATRE, DETROIT

October 7 • GOLDMAN THEATRE, PHILADELPHIA

October 14 • UPTOWN THEATRE, WASHINGTON, D.C.

October 28 • TOWN THEATRE, BALTIMORE

November 4 • PALACE THEATRE, CLEVELAND

Pennsylvania

(*Continued from page* 1)

the Union, either by legislation or judicial decision.

Terming the legislation "a reactionary measure which does this Commonwealth no credit," Goldman asserted: "It is most inappropriate that Pennsylvania, the cradle of American liberty, should take this move to destroy our cherished right to freedom of expression."

The new law defines the term obscenity in an attempt to overcome objections of both the U. S. Supreme Court and the State Supreme Court that the old censorship law was too vague. The courts had ruled the old law unconstitutional, basing their decision largely on the definition of the term "obscene."

Under the new act, obscenity is defined as that which "if to the average person, applying contemporary community standards, its dominant theme, taken as a whole, appeals to prurient interests."

'Under-17' Provision

The new censorship law empowers the board to disapprove films regarded as obscene. It also prohibits showing of motion pictures to children under 17 that are obscene or tend to incite to crime by portraying crime or contempt for the law as acceptable conduct.

The law requires exhibitors to register with the state and to notify the board, which will operate as a unit of the Department of Public Instruction, of all first-showings of films.

In cases where a picture is disapproved, the bill provides a penalty of from $500 to $1,000 fine and up to six months in jail for illegal showing of the film.

The Governor is authorized to name the members of the board.

The chairman will receive an annual salary of $5,500, and its two members $5,000 each. An appropriation of $75,000 for operation of the board during the current biennium is also provided.

REVIEW:

The Man Who Understood Women

20th Century-Fox—CinemaScope

NUNNALLY JOHNSON, who produced, directed and wrote the screenplay for "The Man Who Understood Women," is responsible for a frothy, amusingly sophisticated bit of entertainment that shows off his own *bon mots* equally as well as it does the picture's stars, Leslie Caron and Henry Fonda.

It is a story of a Hollywood producer with an eye for talent, whom Fonda plays with a preoccupation that seems at odds with the role. He not only discovers Miss Caron but marries her, too; then is too busy making her a star to be the sort of husband a glamour-puss bride such as she has a right to expect. Thus it is that when handsome Cesare Danova, as a romantic figure of a French soldier-adventurer, happens along and confesses an admiration of long-standing for her, Miss Caron flees into the perfumed and moonlit Riviera night with him, leaving behind a lonely but too-sophisticated-to-pursue-her Fonda.

There ensues an idyllic interlude of carefree romance at the end of which Danova informs Miss Caron she has kept him awake nights calling, in her sleep, for her husband, and that is enough to free any professional soldier from the thin ties of romantic attachment and send him forth again adventuring. Meanwhile, his sophistication overcome by injured ego and renewed ardor, Fonda has at last set out in search of Miss Caron when a misstep on a mountainside lands him in a hospital. There the lovers, or husband and wife, rather, are reunited, with satisfactory indication that this time it'll be different.

Adding to the fun are Myron McCormick as Fonda's traveling companion; Bern Hoffman and Edwin Jerome as professional performers of dirty work; Conrad Nagel as a Hollywood producer, and Marcel Dalio as a soldier companion of Danova's.

Rich settings and picturesque locales in California, the Riviera and New York in excellent color, add to the picture's attractiveness.

Johnson's screenplay is based on the Romain Gary novel, "The Colors of the Day." It is played strictly for amusement as it is devoid of serious or, at least, sustained dramatic pretensions, and one never forgets for long that all in the cast are playing a part. It adds up to pleasant entertainment.

Running time, 105 minutes. Adult classification. Release, in October.

SHERWIN KANE

are you among the leading exhibitors who have joined

Goldwyn to Host Press Club at 'Bess' Preview

From THE DAILY Bureau

WASHINGTON, D. C., Sept. 21.—Samuel Goldwyn will be host to the National Press Club at a special preview of "Porgy and Bess" on the evening of Oct. 11 at the Uptown Theatre here. The preview is one of the occasions National Press membership has gathered outside club quarters, and precedes the premiere opening here of the film, sponsored by the International Student House.

Later in the week, Mrs. Goldwyn will be hostess at a tea for members of the National Women's Press Club, to be held at the Sheraton-Carlton Hotel.

U.A. Duo to 75 Houses

United Artists' "Ten Seconds To Hell" and "Day of the Outlaw" will open in 75 theatres in the metropolitan New York area, starting September 30. Ten circuits are represented in this saturation booking along with key independent theatres. These include theatres operated by Loew's Skouras, Randforce, Brandt, Century, B. S. Moss, Liggett & Florin, Interboro Fabian and R.K.O.

Columbus Bil

(*Continued from page* 1)

mediately upon the mayor's signatu It calls for a fine of $300 or 90 d in jail, or both, upon conviction.

The mayor requested the ame ment after Judge Horace Troop Municipal Court dismissed the c against Joel Secoy, former assist manager of the Fox art theat charged with exhibiting an "obscer film—"Ten Days in a Nudist Cam Judge Troop ruled that the city ord ance failed to include motion pictur

The amended ordinance reads: " person shall print, sell, offer for sa give away, exhibit, or publish, or ha in his possession or under his cont any obscene book, pamphlet, ma zine, paper, picture, motion pictu image, cast statuary, drawing, writi or representation or any other arti which is obscene."

Local theatremen pointed out t the ordinance does not define o scenity.

Briskin to S. F. for 'Tingler' Bow, Meet

From THE DAILY Bureau

HOLLYWOOD, Sept. 21—Samu J. Briskin, Columbia Pictures' vic president in charge of studio oper tions, will fly to San Francisco We nesday to attend the West Coa premiere of "The Tingler" at t Golden Gate Theatre. At the sam time Briskin, who is captain of t Western Division in the compan current "Salute to the President" sal drive in honor of A. Schneider, w meet with the Western Division a branch managers there to attend t premiere also.

The areas which encompass grou 5 in the "Salute to the Presiden drive are San Francisco, Seattle, L Angeles, Denver and Salt Lake Cit In addition to division heads Norma Jackter (Southern California-Roc Mountain), Jack Tillman (Northwes and Jack Judel (Southwest), the fo lowing branch managers will be o hand to meet with Briskin: Willia Evidon, Los Angeles; Mel Klein, Sa Francisco; Jimmy Beale, Seattl Jules Needelman, Denver; and Sa McFadden, Salt Lake City. Briski will return to the studio on Thursda

New Cleve. House Polic

CLEVELAND, Sept. 21. — Th Lower Mall Theatre, downtown un of the Community Circuit, ha changed its policy from foreign pic tures to top domestic product, play ing films 21 days after first run, plan followed by most of the sub-ru area houses.

Bklyn. 'Samson' Strong

Cecil B. DeMille's "Samson an Delilah" set a 15-year attendance record at the Brooklyn Paramount Theatre here over the weekend, ac cording to managing director Eugene Pleshette. The Paramount re-release grossed $36,500 for the three days ending Sunday.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 86, NO. 59 NEW YORK, U.S.A., WEDNESDAY, SEPTEMBER 23, 1959 TEN CENTS

eavy Exploitation

ara. Gets 'The Ripper,' evine's Next

1,000,000 Campaign Plan or Release in February

(Picture on page 5)

Paramount Pictures will distribute seph E. Levine's next heavily advertised feature, "Jack the Ripper," was jointly announced yesterday by urney Balaban, Paramount president d Levine, who is president of Embassy Pictures.

Both Balaban and Levine, talking the press at an elaborate luncheon 21, indicated that the new alliance "a possible forerunner to future rangements between the two comnies in which Embassy product ould be released by Paramount's orld-wide organization." Levine has o other pictures ready for early rease, "Hercules Against the Gods"

(*Continued on page 5*)

evathes Named Head f Fox TV Company

The appointment of Peter G. evathes as president of 20th Century-Fox Television Productions, Inc. was announced yesterday by Spyros P. Skouras, 20th Century - Fox Film Corp. president. Skouras is the chairman of the board of the Fox TV subsidiary and W. C. Michel, executive vice-president of the parent company, is vice-hairman of the TV organization.

Peter Levathes

Levathes is currently director of elevision at Young and Rubicam and rejoining the film company with

(*Continued on page 5*)

ELEVISION TODAY—page 4

'Herald' Merchandising Meetings Open Today

The third series of Merchandising Conferences on new product being sponsored by *Motion Picture Herald* gets underway here this morning with exhibitors attending from large and small circuits all over the country as well as Canada.

Registration for the conferences, during which six new films will be screened and their advertising and promotional campaigns, discussed, is more than twice that for the second *Herald* Conferences last April.

Pictures to be screened today include Warner Bros.' "The Miracle" this morning and Paramount's "But Not for Me" this afternoon.

Tomorrow the conference delegates will see three films: Columbia's "Yesterday's Enemy," 20th Century-Fox's "The Best of Everything," and Uni-

(*Continued on page 2*)

S. & E. Theatres Starts Big Showmanship Drive

Special to THE DAILY

CHARLOTTE, N.C., Sept. 22. — Stewart and Everett Theatres is engaged in a showmanship drive aimed at boosting boxoffice sales, according to Ernest G. Stellings, president. The drive, honoring W. W. Cunningham, Eastern district manager and a 20-year man with the circuit, was launched last week at a two-day meeting of all circuit managerial personnel at the Biltmore Hotel in More-

(*Continued on page 4*)

Hutchins Will Be Head Of Tri-States Group

Special to THE DAILY

MEMPHIS, Sept. 22.—Gordon L. Hutchins, drive-in operator of Russellville, Ark., will be the 1960 president of Tri-States Theatre Owners, the nominating committee agreed to-

(*Continued on page 5*)

Record Number of Field Men Set for 'Cordura'

(Picture on page 2)

Columbia Pictures will use a record number of exploitation field men for the national release of William Goetz' "They Came to Cordura," it was announced yesterday by Paul N. Lazarus, Jr., Columbia vice-president. Final plans for launching of the film

(*Continued on page 2*)

New Dallas Exchange Building Set by Fox

Special to THE DAILY

DALLAS, Sept. 22. — Plans for the building of a new $250,000 20th Century-Fox exchange in Dallas were announced here today at the company's area showmanship meeting held in the Sheraton-Dallas Hotel.

More than 200 Southwestern ex-

(*Continued on page 5*)

Roy Cooper Urges Exhibitors to Help Retain Summer Gains by Extra Effort

Special to THE DAILY

SALT LAKE CITY, Sept. 22.—Exhibitors will need more than an increased supply of good product, important as that is, if the gains in theatre attendance made this summer are to be retained, Roy Cooper, assistant to the president of Theatre Owners of America, told members of the Mountain States Theatres Assn. in convention at the Ambassador Club here today.

"Our future is bright only if we, as individual exhibitors, work collectively to create the conditions necessary to achieve that future," Cooper said. There are three major things exhibitors can and must do to help

(*Continued on page 4*)

Seth Raisler Resigns Columbia Contract Post

The resignation of Seth Raisler, manager of the Columbia Pictures contract department was announced yesterday by Rube Jackter, Columbia vice-president and general sales man-

(*Continued on page 4*)

Largest Holder

Tisch Elected Loew's Circuit Board Member

Also Chairman of Finance Group; Picker Hails Step

Lawrence Tisch, 36-year-old president of Tisch Hotels, yesterday was elected a member of the board of directors and chairman of the finance committee of Loew's Theatres.

Lawrence Tisch

Eugene Picker, president of Loew's Theatres, in announcing the election said Tisch, who will have an office at the theatre company and will devote "as much time as he possibly can" to his new posts, now "is the most substantial individual stockholder in the company."

Tisch estimated his holdings at about 15 per cent of the Loew's Theatres stock outstanding and said most of it had been acquired since last March. In reply to questions at a luncheon

(*Continued on page 4*)

Anglo-U.S. Pact Renewal May Be Closed Today

Agreement on a one-year extension of the Anglo-U.S. film remittance pact is expected to be concluded today or tomorrow. Negotiations for renewal of the pact which expires Friday have been conducted by Eric Johnston, Motion Picture Export Association president, by mail, cable and trans-Atlantic phone with officials of the British Board of Trade over the past several weeks.

Only minor changes in the pact, which provides for remittance of $17,000,000 of U.S. film earnings in Britain annually, plus one-third of the U.S. investment in production in Britain, are expected.

PERSONAL MENTION

JERRY WALD will arrive in New York early next week from the Coast.

•

FRED GOLDBERG, United Artists national director of advertising-publicity, is in Chicago from New York for conferences on the world premiere of Harbel Productions' "Odds Against Tomorrow."

•

SAMUEL SCHNEIDER, industry executive, and MRS. SCHNEIDER will leave here by plane on Friday for Paris, Vienna, Rome, Athens and Israel.

•

SIDNEY LAIRD and L. J. DUNCAN, of West Point Amusement Co., West Point, Ga., have left there for Washington.

•

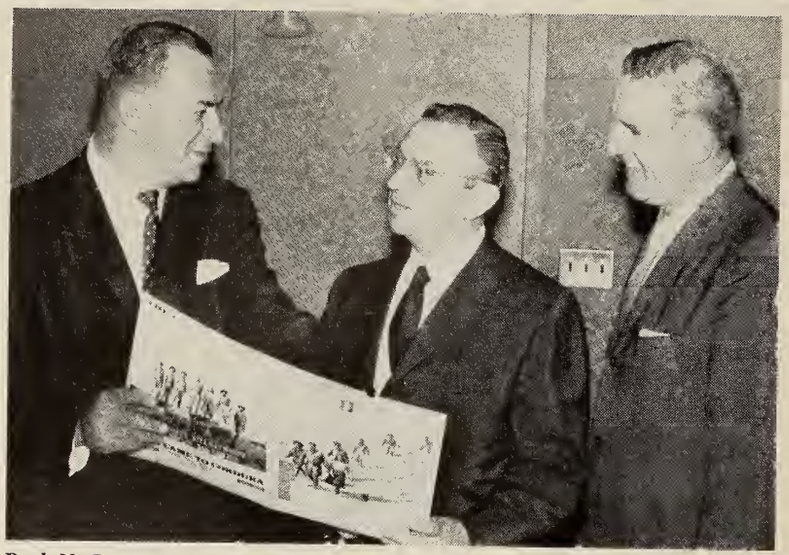
CHARLES TERWILLIGER, motion picture advertising manager of Macfadden Publications, will leave here Friday for Germany.

Rugoff & Becker Will Operate Paris Theatre

The appointment of Duncan McGregor, Jr., as a vice-president of Rugoff & Becker Management Corp. and plans for the circuit to operate the Paris Theatre here in conjunction with McGregor were announced yesterday by Donald S. Rugoff, president. McGregor will continue as head of the Paris Theatre Corp. and the Pathe Cinema Corp., wholly-owned subsidiaries of Societe Nouvelle Pathe Cinema, French film producer, distributor and exhibitor.

Mrs. Lillian Gerard will remain as the vice-president of the Paris Theatre and will assume the post of advertising-publicity director of the Rugoff & Becker theatres. Another new appointment in the Rugoff & Becker Corp. concerns Stanley Silverman, who has been named vice-president of the corporation in charge of operations.

Att: ALL THEATRES
...it's SCREEN TIME!
NATIONAL SCREEN'S BIG NEW PROMOTIONAL BUSINESS BUILDER
Your copy available at your NATIONAL SCREEN EXCHANGE



Paul N. Lazarus, Jr., Columbia Pictures vice-president; William Goetz, producer of "They Came to Cordura"; and Irving Lester of Hearst Advertising Service look over a four-page full-color ad appearing this month in "Pictorial Review" and "Pictorial Living," magazine supplements of the Hearst newspapers. The ad is part of the big promotion campaign for "Cordura," which Lazarus said yesterday will employ a record number of exploitation field men.

'Cordura' Field Force Large

(Continued from page 1)

were crystalized here late last week at conferences between producer William Goetz and home office advertising and publicity executives.

Lazarus said that the field forces would exceed those used for Sam Spiegel's Academy Award-winning "Bridge on the River Kwai" two years ago. The exploitation men will cover every single major market in the country, the vice-president pointed out.

Sees 10 Million Impressions

Lazarus also announced that another motion picture first had been established with the placing of a four-page full-color ad in "Pictorial Review" and "Pictorial Living," magazine supplements of the Hearst newspapers. The ad is appearing this month in every one of the papers covered by these supplements, with a total circulation of 4,900,000 and almost 10,000,000 reader impressions, he pointed out.

"Pictorial Review" had previously carried a front-page full-color cover by artist Jacques Kapralik, featuring caricatures of the film's stars in scenes from the movie; a feature story by Louella Parsons; and an inside roto layout on the film.

Drive 'Most Comprehensive'

Reviewing the pre-release campaign, Lazarus called it the most comprehensive the company has ever undertaken. "We have never conducted a promotion campaign of such great duration and magnitude for a single motion picture," he said.

Allerhand to Leave Loew's; Joining ITC

Lou Allerhand yesterday announced his resignation as New York metropolitan branch manager of Loew's, Inc., in order to join the Island Theatre Circuit on Oct. 5. Allerhand will supervise the Island booking department and will assist in film buying for the circuit, according to Morty Lightstone, vice-president and chief film buyer.

Island Theatre Circuit, a buying and booking combine handling approximately 100 theatres throughout the country, at the same time announced the promotion of Sidney L. Klein, who will supervise the "art" department.

'Ben-Hur' Benefit Will Aid N. Y. Variety Club

The Variety Club of New York will sponsor a benefit premiere of M-G-M's "Ben-Hur" in conjunction with the Cancer Control Research Foundation at Loew's State Theatre there on Nov. 20. Harry Brandt, president of Brandt Theatres, will head the premiere committee, according to Ira Meinhardt, chief barker.

Proceeds from the benefit will go to help the establishment of Variety Club headquarters here and to the Research Foundation, fund-raising arm of the Institute of Applied Biology. Tickets are priced from $5 to $25 and reservations will be filled in order of receipt.

'Herald' Meet

(Continued from page 1)

versal's "Pillow Talk." Scheduled f Friday afternoon is United Arti "Odds Against Tomorrow."

On Friday morning the exhibit will participate in a round table c cussion devoted to general advertis and promotion problems.

The complete program for *Herald* merchandising conferences f lows:

TODAY

9:30 A.M. "The Miracle," Warn Bros. screening room, 666 Fi Ave. Followed by discussion perio

12:30 P.M. Lunch at Arnold Rubi Restaurant, East 58th St. and Fi Ave.

2:30 P.M. "But Not for Me," Pa mount, Music Hall screening roo 7th floor, 1270 Sixth Ave. Follow by discussion period.

THURSDAY

9:30 A.M. "Yesterday's Enemy," C lumbia screening room, 11th flo 711 Fifth Ave. Followed by d cussion period.

12:30 P.M. Lunch, Hotel Gotha Embassy Room, 5th Ave. and 55 St.

2:30 P.M. "The Best of Everything 20th Century-Fox screening roo 6th floor, 444 West 56th St. Fo lowed by discussion period.

6:15 P.M. Buffet supper, Univers board room, 8th floor, 445 Pa Ave.

7:30 P.M. "Pillow Talk," Univers screening room, 4th floor. Followe by discussion period.

FRIDAY

10:00 A.M. Round table discussion o general advertising and promotio problems, Astor Hotel, East Bal room, 44th St. and Broadway.

12:30 P.M. Lunch, Astor Hotel, Nort Ballroom.

2:00 P.M. "Odds Against Tomorrow United Artists screening room, 14t floor, 729 Seventh Ave. Followe by discussion period.

'Tamango' Still Big

"Tamango," which got off to a bi start in its U.S. premiere at the Fo Theatre in Detroit, continues to gai in New York, Philadelphia, Pittsburgh Rochester and Buffalo, Hal Roach Dist Corp. reported yesterday. The fil grossed $38,000 for the first week a New York's Capitol Theatre; $8,60 for the first four days at Rochester' Paramount Theatre; $11,400 for th first four days at Pittsburgh's Fulto Theatre; $17,100 for the first five day at Philadelphia's Fox Theatre; an $13,500 at the Paramount Theatre i Buffalo.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Holl wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

LIBEL

A PICTURE TO COMMAND ATTENTION

ABOVE: Dramatic ad campaign.

BECAUSE

it brings together two popular stars, beautiful Olivia De Havilland and the new idol Dirk Bogarde!

BECAUSE

it's even more dramatic than the exciting romantic stage hit!

BECAUSE

the courtroom sequences are as absorbing as any on the screen!

BECAUSE

it's just powerful ticket-selling ENTERTAINMENT!

Television Today

Hollywood TV Service Names 6 Division Mgrs.

From THE DAILY Bureau

HOLLYWOOD, Sept. 22. – Hollywood Television Service has organized a new national sales force and has named six division managers, according to Earl Collins, president. Hollywood TV handles sales of Republic Studios product for television.

Heading the Eastern division will be Leon Herman of Buffalo. Douglas Fremont of Atlanta will handle the Southeastern territory, Bill Saal, longtime Republic Studios executive will handle the Southwestern division out of Dallas. Mid-Central sales head will be John A. Alexander while Ken Weldon will handle the Central Division and John C. Alicoate the Western Division.

CBS Appoints Judge

The appointment of Tom Judge as director, production sales, operations department, CBS Television Network, effective immediately, was announced by Edward L. Saxe, vice-president, operations. Judge replaces Newell T. Schwin, who has left the industry.

60-Minute 'Lineup' Set For Debut Sept. 30

"The Lineup," being presented for the first time in a 60-minute format, will begin its sixth season on the CBS Television Network Wednesday, Sept. 30 (7:30-8:30, P.M., EDT) with "Wake Up To Terror."

As in previous seasons, Warner Anderson, the show's regular star, will appear as lieutenant Ben Guthrie of the San Francisco Police Department. Special guest stars for the premiere episodes will include Dennis Hopper, Jackie Coogan, Marguerite Chapman, Norma Crane, Cindy Robbins, Buzz Martin and Hampton Francher.

Karol Named by CBS

John Karol has been named director of special projects for the CBS Television Network Sales Department, effective immediately, it was announced by William H. Hylan, vice-president of sales administration. Karol has been vice-president in charge of planning and development for the CBS Radio Network since March, 1959 and was vice-president in charge of network sales for CBS Radio since July, 1951.

Cooper Urges

(*Continued from page* 1)

themselves, he said, naming them as maintenance of the physical theatre plant in the best possible condition; selling individual attractions and the theatre more effectively, and maintaining strong state and regional exhibitor organizations to aid in combating adverse legislation.

Maintenance of an attractive and comfortable theatre is essential if the exhibitor is to keep the increased patronage won this summer, Cooper pointed out, stating that he knows of quite a number of theatres in his home territory of Northern California which are undergoing extensive remodelling and refurbishing, and some that are installing refrigeration and air conditioning for the first time.

Would 'Ring Door Bells'

A better job of selling pictures and letting the public "know we have them is essential," he reminded, to win people away from their television sets. "We must go back to ringing door bells," he admonished. "Advertising, exploitation and promotions are needed more than ever before, not only by us as individuals, but through local, collective group efforts. This is one way you can really help yourselves."

Local organization is essential, Cooper pointed out, to fighting state legislation and to aiding the national organization in Federal legislative areas. Strength in the local organizations means strength on the national level, he said, noting that TOA's membership is at its highest level now and that small theatres far outnumber circuit houses in its membership. Dues payments, he said, ran 22 per cent ahead of the prior year.

Strong for Conciliation Plan

He urged exhibitors with difficult problems, especially those with small theatres threatened with extinction, to make use of the revived industry conciliation plan, "whether for film rentals, runs, availability, on settlements, flat rentals, on any trade practices."

He asked exhibitors using conciliation to report developments to TOA headquarters.

aircraft: COMET 4!
(pure jet!)
flight: MONARCH
(de Luxe and First Class only)
frequency: NIGHTLY
(leaves New York at 9 p. m.)
destination: LONDON!
BOAC
reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Vancouver, Winnipeg, Toronto.

Rosen Heads Film Div. For Gen. Sarnoff Dinner

Sam Rosen, executive vice-president of Stanley Warner Corp., will head the Motion Picture Division for the General David Sarnoff Dinner given by the B'nai B'rith Foundation of the United States. The dinner will be held in the Grand Ballroom of the Waldorf Astoria on Tuesday evening, Nov. 10. General Sarnoff, chairman of the board of RCA, will be the first person to be awarded the B'nai B'rith president's medal from the order's new chief executive, Label A. Katz.

Martin Levine of Brandt Theatres, Jack H. Levin of Certified Reports, and Howard B. Minsky of Paramount Pictures are assisting Rosen in the function.

New I.A. Salesmen's Pact Has Pay, Expense Hikes

A blanket salary increase of $6 weekly and increases in expense allowances is provided for in the new two-year contract of the M. P. Salesmen Department of the I.A.T.S.E., which is retroactive to Dec. 1, 1958.

For country salesmen the daily allowance was raised to $11.50. For city salesmen, the daily allowance for car expense went up to $5.50. It was also provided that there should be a third week of vacation after 14 years of continuous service with any one company, instead of the previous 15 years. In addition, a seniority clause was included in the contract for the first time.

S & E Theatres

(*Continued from page* 1)

head City, N.C. President Stellings and C. B. Trexler, executive vice-president and treasurer of Essantee Theatres, Inc., the S. & E. management operating company, presided.

Stellings said this is the first time the circuit has ever named its annual Fall drive in honor of one of its personnel, and that Cunningham was chosen in recognition of his service, which is the longest of any of the company's present employees. Cunningham works from the Dunn and Stewart Theatres in Dunn, N.C.

Praises Advertising

In keynoting the drive, Stellings told his managers that "advertising, promotion and exploitation are one of the most important activities and functions of a theatre manager today. The success of your theatre, this company, and the industry as a whole will depend entirely upon the success or failure of the promotion activity of the theatres of the industry. You, in the theatre as a manager, contribute a portion of the total effect felt nationally."

'Anatomy' in London

LONDON, Sept. 22.—Otto Preminger's "Anatomy of a Murder," which opens at the Columbia Theatre here on a two-a-day policy Oct. 1, is enjoying a brisk advance sale, Columbia Pictures reports. "Anatomy" is being shown in the U.S. on continuous run.

Tisch Electe

(*Continued from page* 1)

press conference which followed board meeting, Tisch said the s purchases were entirely for investm purposes and that he has no tho of engaging in a proxy contest.

"I feel this is a wonderful comp to work with," he said. "I am gre impressed with its strength and possibilities in both the theatre i to which it is committed and to ability to engage in diversified lin

He added that with Picker's cooperation he has had the opp tunity to make a careful study of operations and potentials of Lo Theatres and that he regards his a ciation with its experienced mana ment team of skilled and aggres showmen with enthusiasm.

Several Activities Eyed

Both said that diversification pc bilities are being studied carefully that the closing of no deal is im nent. The possibilities include ac tional radio stations, theatrical in ests or enterprises entirely outs those fields.

In reply to questions concern payment of a stock dividend, Pic reminded that the company is restr ed in such action in that it first m have a two-to-one ratio of assets liabilities and then a dividend m be paid out of current earnings. Th is no prospect of dividend action the near future, he said.

Asked about earnings, Picker s that the company's fiscal year en Aug. 31 and the final quarter had b a very good one, but since the ann report is in preparation he did not c to comment on it prematurely.

Circuit Has 102 Houses

Picker said that the company's p icy of eliminating unprofitable th tres will be continued and that in l with this it had recently disposed the State, Boston; the Burnside, Gra and Bay Ridge in New York. At pr ent it has 102 theatres.

It was announced that the Capi Theatre here will be remodeled make it a "convertible" house ada table, if desired, to large-scale mu cal productions, making is possible reduce the capacity to 2,200 pers or, if need be, to increase it to 3,7 Capacity now is 4,400.

Picker said he had consulted wi all of the company's largest sto holders and discovered no dissatisfa tion with operations or the pres management team.

The Tisch Hotels company operat the Americana, Miami Beach; the A bassador, Traymore and Colony, A lantic City; and the Belmont-Pla New York.

Seth Raisler Resigns

(*Continued from page* 1)

ager. The resignation is effective F day.

Raisler, a veteran of 25 years wi the company, also served as assista to Rube Jackter and has functione as assistant to various other membe of Columbia's sales cabinet.

ess Preview Held r 'Pillow Talk' Here

ver 2,500 invited guests attended ess preview here last night of Uni- al's "Pillow Talk" at the RKO Street Theatre. On hand were k Hudson, Tony Randall, Thelma ter and Julia Meade, all of whom ear in the picture; its producer, s Hunter; leading exhibitors; U-I utives headed by Milton R. Rack- , president; and motion picture ers and editors from 14 cities re the film will have early open- .

rriving with Hudson yesterday rd the 20th Century Limited from cago were editors and writers from cago, Detroit, Cleveland, Cincin- and Milwaukee.

w Dallas Exchange

(*Continued from page* 1)

tors heard assistant general sales ager C. Glenn Norris, publicity utive Ed Feldman and Dallas ch manager Tom McCleaster tell he company's "forward look" in ducing pictures, selling and mer- dising the films and in building the future.

he new Dallas branch will be t in 1960. A design of the one- y, windowless building which will located at the intersection of rd and St. Louis Streets, south of Baker Hotel and near the newly- structed Municipal Auditorium, shown to the meeting.

vathes Named

(*Continued from page* 1)

ch he was associated from 1937- 2. One of his first undertakings be the complete integration of all 20th television operations into a le organization. These include the duction of motion pictures for vision; the sale and distribution in y form of television programs ughout the world; the acquisition elevision stations; the production commercials; the availability of Century-Fox services in every ch of television which the indus- and the advertiser require.

couras has often stated that he ects the television activities of Century-Fox to equal the ac- ies of the parent company.

J. Schmertz to Aid x Drive in Cleveland

Special to THE DAILY

LEVELAND, Sept. 22.—I. J. nertz, who retired two years ago serving 30 years as 20th Century- Cleveland branch manager and ears as a member of the Fox or- zation, is responding to an old and is returning here next Mon- from his present home in Miami to in on the current Fox sales e.

lthough retired, he still wants to his sales prestige to make Cleve- an outstanding member of the pany branches. It will be his first to Cleveland since he turned the ch over to his son, Ray. He plans e in Cleveland several weeks.

ANNOUNCING distribution of "Jack the Ripper" at luncheon here yesterday: left to right, Barney Balaban, president, Paramount Pictures; Joseph E. Levine, president, Embassy Pictures; and George Weltner, Paramount vice-president in charge of worldwide sales. Paramount will distribute the Embassy film in the U.S., Canada, and Latin America.

'The Ripper'

(*Continued from page* 1)

and "Where the Hot Wind Blows"— formerly titled "The Law."

As he did for "Hercules," his most recent record breaker, Levine under the "Jack Ripper" deal will retain complete control over all advertising, exploitation and promotion of the film. Over $1,000,000 was spent on a saturation campaign for "Hercules" and Levine said yesterday that the budget for "Ripper" would match or exceed that campaign. "We are selling a service," Levine said, "and we will handle 'Jack the Ripper' exactly as we have the last few pictures." A saturation release is set for February.

Lauded by Balaban

Praising Levine's sense of showmanship, Balaban in welcoming him to the Paramount organization said, "He is a man who backs his judgment with his own money."

While the campaign is not completely set some of its highlights will include a new examination of the Jack the Ripper mystery of 1888 written from the screen story by Stuart James and to be published in both pocket book size and in a hard cover edition; a new score for the British made picture featuring music and lyrics by Jimmy McHugh, bottles of London fog to be distributed to newspaper editors; and heavy radio and television advertising.

Top Officials Present

Attending the luncheon, in addition to Balaban and Levine were George Weltner, James H. Richardson, Jerome Pickman, Sidney Deneau, Hugh Owen, Robert J. Rubin, Howard Minsky, James Perkins and Henry Gordon for Paramount, and Budd Rogers, Sid Blumenstock, Norman Prescott and Bill Doll for Embassy.

'Career' Date Set Here

Hal Wallis' "Career," for Paramount release, will have its invitational premiere on the evening of Oct. 7 at Loew's State Theatre here.

'Runaway' Production Brochure Being Mailed

From THE DAILY Bureau

HOLLYWOOD, Sept. 22. — The Hollywood AFL Film Council today started distributing to every union member in United States a brochure attacking the evils of "runaway" foreign production by American film makers. First copies were handed to delegates to the national AFL-CIO convention at San Francisco, where a resolution, condemning "runaway" movie production and calling for labelling with the country of origin in the main screen title, and in all advertising, was expected to be adopted without opposition.

The council announced through its new president, Charles Thomas, that it will ask every union member in America to withhold patronage from "runaway" foreign production by American producers and said the council will keep union members "at the grass roots level" informed of the titles of such "runaway" productions.

Tri-States Unit

(*Continued from page* 1)

night. Hutchins has served as secretary-treasurer this year. He will be unopposed in tomorrow's election.

Joe Keifer of Malco, Memphis, was elected secretary-treasurer. By custom he will become president next year. Lloyd Royal, retiring president, was named chairman of the board. Vice-presidents are Leon Roundtree for Mississippi, Bill Bruster for Tennessee and Robin Wightman for Arkansas.

The first day of the 50th convention of the organization today at the Hotel Chisca passed a resolutioin asking distributors to "adjust their policies to allow exhibitors to share in the increased profits" which delegates said they had found in reports of "all major film companies."

The convention heard mayor-elect Henry Loeb of Memphis at a noonday luncheon express pleasure at the "air of optimism I have found at the convention." Greater improvements for the Memphis trade territory and Memphis were forecast by Loeb.

THE BIG ONES...
are advertised in LIFE
UNIVERSAL-INTERNATIONAL'S
"PILLOW TALK"
in LIFE'S September 28th issue
LIFE THE BIG ONE IN MOVIE SELLING

"Pillow Talk" Has Gala N.Y. Press Previe

Arriving at the theatre are Rock Hudson and Cindy Robbins; Sol Schwartz, president of RKO Theatres, and Mrs. Schwartz; Mrs. Milton R. Rackmil and Milton R. Rackmil, president of Universal.

STARS OF THE PICTURE, Universal-International executives headed by President Miltou R. Rackmil; exhibitors and motion picture writers and editors from more than fifteen cities were among the 2,500 people who attended the invitational press preview of "Pillow Talk," the uew U-I—Arwin romantic comedy in Eastman Color aud CinemaScope at the RKO 86th Street Theatre in New York last night. Starring Rock Hudson, Doris Day, Tony Randall aud Thelma Ritter, "Pillow Talk" was produced by Ross Hunter with Martin Melcher.

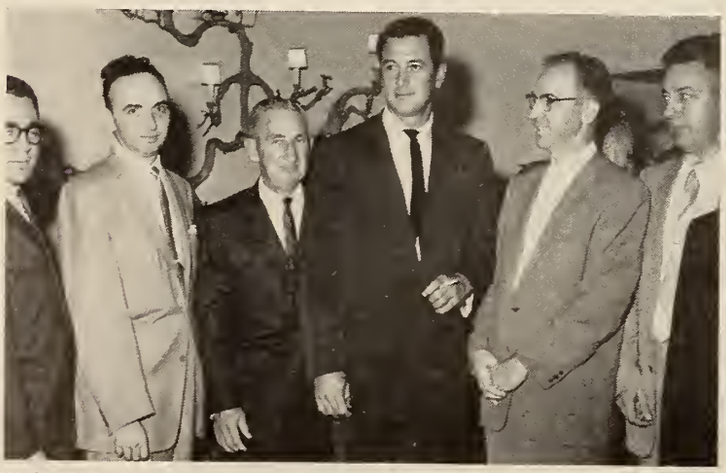
On hand last uight were Hudson, Randall, Miss Ritter, Julia Meade, who has a featured role, and producer Hunter. The motion picture writers and editors were from the cities where "Pillow Talk" is scheduled to have early openings. It will have a two-theatre New York World Premiere at the RKO Palace and Murray Hill Theatres in New York on the evening of October 6th.

Photos by IMPACT PHOTOS

Harry Mandel, vice-president of RKO Theatres; Charles Simonelli, Universal's Eastern advertising-publicity department manager, and Hudson.

Ross Hunter, producer of the picture, arrives at the invitational preview with Julia Meade, who has a featured role in the film.

Thelma Ritter, who is co-starred in the film with press representatives Allen Widem and Vigo Anderson prior to the performance.



With Hudson at the preview are out-of-town newspaper representatives Arnold Hirsh, Stanton Samuelson, Arthur Spaeth, Henry Wister and Arthur Darack.

With Tony Randall are out-of-town newspaper representatives Tom Blakely, Leonard Mendlowitz, Eleanor Hughes, Mrs. Sam Berenson and Sam Berenson.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

.. 86, NO. 60 NEW YORK, U.S.A., THURSDAY, SEPTEMBER 24, 1959 TEN CENTS

eptical

ider Supports horough Trial or ACE Aims

s 3-Month Limit; Backs llinger Vs. Cin. Meeting

Special to THE DAILY

)STON, Sept. 23.—Expressing l skepticism concerning benefits ›itors may derive from either the rican Congress of Exhibitors or d States' so-called "white paper" ›aign, Edward W. Lider, president ndependent Exhibitors of New and, an Allied affiliate, neverthe- asserts in a current membership tin that, "as a business man, I d rather achieve industry peace prosperity on a fair and equitable by a series of conferences be- n representatives of all segments

(*Continued on page 2*)

troit, N.O., Vancouver n U.A. Sales Drive

nited Artists' Detroit, New Orleans Vancouver branches, led by ch managers Syd J. Bowman, ge Pabst, and Harry Woolfe, re- tively, are winners of the com- 's 40th anniversary sales drive, it announced yesterday by co-cap- James R. Velde, vice-president arge of domestic sales, and Roger ewis, vice-president in charge of rtising, publicity and exploitation. ilton E. Cohen, Eastern and adian division manager, led in the

(*Continued on page 2*)

vine to Assist on rnoff Dinner Plans

artin Levine, vice-president and ral manager of Brandt Theatres, assist Sam Rosen in heading the on picture division for the Gen- David Sarnoff dinner sponsored he B'nai B'rith, for the benefit of order's youth program.

ie dinner will be held at the Wal- -Astoria Nov. 10, 1959. General off, chairman of the board of o Corporation of America, will awarded the B'nai B'rith presi- 's medal by the order's new chief utive, Label A. Katz.

Program for Today's Merchandising Meets

The program of the Herald merchandising conferences for today is as follows:

9:30 A.M. "Yesterday's Enemy," Columbia screening room, 11th floor, 711 Fifth Ave. Followed by discussion period.

12:30 P.M. Lunch, Hotel Gotham, Embassy Room, 5th Ave. and 55th Street.

2:30 P.M. "The Best of Everything," 20th Century-Fox screening room, 6th floor, 444 West 56th St. Followed by discussion period.

6:15 P.M. Buffet supper, Universal board room, 8th floor, 445 Park Avenue.

7:30 P.M. "Pillow Talk," Universal screening room, 4th floor. Followed by discussion period.

•

The campaign and discussion on Paramount's "But Not for Me," which was screened yesterday afternoon, and on Columbia's "Yesterday's Enemy," which is to be screened this morning, will be reported in tomorrow's Motion Picture Daily.

Creative Evolution Healthy, Grant Says

By JAMES D. IVERS

The evolution of production in the last ten years, in which the creative talent—star, producer or director—influenced by the effect of the tax structure has taken direct control of picture-making, has been the healthiest thing that could have happened to the

(*Continued on page 8*)

Third Merchandising Conferences Begin

'Herald' Meetings Aid In Industry Relations

Quigley Cites Opportunities for Better Understanding; Sessions Largest Yet

By RICHARD GERTNER

The most important function of the Merchandising Conferences on new product sponsored jointly by *Motion Picture Herald* and the film companies is the opportunity it affords for exhibitors all over the country to become personally acquainted with 30 or 40 key advertising-publicity executives, Martin Quigley, Jr., editor of the *Herald*, said here yesterday in opening the first session of the third series of Conferences.

Over 70 exhibitors representing large and small circuits throughout the U.S. and Canada gathered at the Warner Bros. screening room in the morning to see the first of six pictures which they will discuss as well in the Conferences continuing today and tomorrow. Attendance was the largest yet drawn to the meetings, which the *Herald* inaugurated in the Fall of 1958. The second series was held in April of this year.

For Warners' "Summer" Conference See Page 7. List of Exhibitors Attending Meeting on Page 8.

Extending a welcome to all the showmen Quigley took particular notice of the 30 to 40 new men joining the Conferences for the first time.

There are three parts and purposes to the Conferences, the *Herald* editor said. First are the six screenings of new films followed by six hours of

(*Continued on page 7*)

Ticket-Selling Theme Of Ohio I.T.O. Meet

Special to THE DAILY

COLUMBUS, O., Sept. 23.—Plans for increasing motion picture patronage will be the principal theme of the 24th annual convention of ITO of Ohio, to be held here Oct. 27-28. The convention will feature a research session, a media and advertising-publicity sessions. Advertising-publicity directors of two major film companies will address the latter.

Marshall Fine, acting president of

(*Continued on page 8*)

Educators Invited to 'Porgy' Screening Here

More than 1,000 public, private and parochial junior high and high school principals, music department chairmen, and school newspaper editors have been invited to a special screening of Samuel Goldwyn's "Porgy and

(*Continued on page 8*)

Tri-States Convention Hears Roscoe; London Again Heads Michigan Allied

Special to THE DAILY

DETROIT, Sept. 23. — Milton H. London of this city today was re-elected and will serve his fourth term as president of Allied Theatres of Michigan, whose 40th annual convention is now in session here.

Wayne C. Smith, of Pontiac, was elected vice-president. Fred Sweet, Telenews manager, was reelected to the position of secretary, while Wil-

(*Continued on page 8*)

Special to THE DAILY

MEMPHIS, Sept. 23. — George Roscoe, New York, Theatre Owners of America field representative, told the Tri-State Theatre Owners closing session of a two-day convention here today that the upturn they have found in the theatre business in the South is national in its scope.

Roscoe explained the TOA conciliation plan to exhibitors and told

(*Continued on page 8*)

Re-Name Members of Code Review Board

The Production Code Review Board members all were reappointed for a third one-year term yesterday by Eric Johnston, Motion Picture Assn. president, as predicted in MOTION PICTURE DAILY on Sept. 1. The 20-man board consists of 10 MPAA directors, six exhibitors and four non-member producers.

In its two years of existence the

(*Continued on page 2*)

PERSONAL MENTION

JAMES NICHOLSON, president of American International Pictures, and LEON BLENDER, general sales manager, left here yesterday for the Coast.

•

WOLFE COHEN, president of Warner Brothers International, has left Hollywood for Europe.

•

DAVID A. LIPTON, Universal vice-president, will leave Hollywood today for New York.

•

SIDNEY COHN, president of High-road Productions, returned to New York yesterday from London.

•

ARTHUR KERMAN, president of Governor Television, Inc., will return to New York tomorrow from the Coast.

•

JOHN HARRELL, executive of Martin Theatres, Atlanta, has returned there from Jacksonville.

•

ROBERT GOLDHAMMER, salesman for Allied Artists in Washington, was married there this week to CHRIS WELCH.

•

JEAN NEGULESCO, director, will arrive here next Tuesday from Hollywood.

'Room' Sets New Record

"Room at the Top" has broken every record in the eight-year history of the Fine Arts Theatre here, the distributor reported. In the twenty-six weeks since its premiere, it played to 215,000 patrons and grossed $384,480. The previous record holder for the 486-seat theatre was "The Lavender Hill Mob," which grossed in excess of $300,000.

Party for Jimmy Stewart

Russell Downing, president of Radio City Music Hall, was host at a cocktail reception at the Rainbow Grill here yesterday for Jimmy Stewart, press representatives and others. Stewart's new starring picture for Warner Bros., "The FBI Story," opens at the Music Hall today.

For over 40 Years Service and Quality has been Our Tradition.

Showmen all over America know they will get the best when they order

FILMACK SPECIAL TRAILERS

NEW YORK 630 Ninth Avenue

1327 S. Wabash Ave., Chicago 5, Ill.

Lider Backs Trial for ACE

(*Continued from page* 1)

of our industry and all trade organizations."

Although he does not quarrel with those in high Allied positions who have been most critical of ACE—they could be right, he suggests—Lider leaves no doubt that he sides with those who believe ACE should be given a fair trial, one not limited to the three months grace period mentioned last week in the convention resolution of Allied's three Ohio Valley units—West Virginia, Kentucky and Indiana.

The Lider message points up the split in thinking in Allied's top ranks on the subject of ACE, since the bulletin refers specifically to the convention address of Abram F. Myers, Allied chairman and general counsel, at Cincinnati last week, which was critical of ACE accomplishments and prospects and suggested one of its purposes might be to sidetrack the "white paper" campaign.

Answers Critics

Lider also refers to ACE criticism from Rube Shor of West Virginia Allied, and Ben Berger of Minneapolis, former national Allied leader.

"Who is the one to say," Lider asks, "that three months is enough time to overcome 40 years of suspicion and distrust? Who can put a time limit on these negotiations and discussions?

"Moreover, if Adams, Kirsch, Dollinger, Marcus, Snaper and others, including myself, were involved in the early negotiations (within ACE) as authorized by the Allied board, and if Dollinger has shouldered most of the Allied part lately in ACE, why should not the Allied board and Allied units wait for reports and meetings with these men before determining that ACE is a hoax, or should be given three months more, or that non-Allied men on ACE are insincere in their efforts to help the small exhibitor?

"Are not those present at the summit meetings and those prior thereto," Lider asks, "better qualified to report the climate of the meetings, the attitudes and sincerity of all present? Should they not be given that opportunity?"

"Why not continue the (ACE) meetings—it may prove to be faster and more beneficial in the long run in building up our box office receipts than the two-year-old White Paper."

ACE was organized only last November.

"Frankly," Lider says, "I am skeptical about the prospects of ACE and the distributors coming up with a magic formula. I am just as skeptical about the White Paper campaign results."

Calls Convention Largest

Referring to his organization's recent convention at Plymouth, Mass., he said it was the largest ever assembled in the territory and displayed greater unity and cooperative spirit than ever before. He cited Irving Dollinger's convention address in which "the sincerity of the other men of the ACE executive committee in their efforts to establish and achieve the purported goals of the Congress" were praised.

He said his organization, "stronger today than ever," stands readly to support any constructive program "which will help not only the small exhibitor but distribution and production" as well.

U.A. Sales Drive

(*Continued from page* 1)

final division standings. James Hendel, Central district manager, was winner in the district standings.

Second place prizes were awarded to the branch managers, salesmen, bookers, buyers and cashiers of the Jacksonville, Toronto and New Haven branches. The Boston, Pittsburgh and Calgary branches and their sales personneel placed third in their respective divisions. Runner-up in the district standings was Charles S. Chaplin, Canadian district manager.

'Li'l Abner' to Open At Roxy for Christmas

Paramount's "Li'l Abner" will be the Christmas holiday attraction at the Roxy Theatre here, it was announced jointly by Hugh Owen, Paramount Eastern sales manager, and Robert C. Rothafel, president and managing director of the Roxy.

Code Review Board

(*Continued from page* 1)

review board has not had a single case brought to it on appeal. This is felt to be the result of the so-called liberal Code interpretation policy, in consequence of which there has been no instance of a Code seal being refused a major producer's picture which might occasion an appeal action to the review board.

The non-MPAA members of the board are: Russell V. Downing, Leopold Friedman, Leonard H. Goldenson, George Kerasotes, Ben Marcus, Sol A. Schwartz, John Ford, William Goetz, Stanley Kramer and George Sidney.

The board was named two years ago following complaints from some independent producers that under the old system of appeals from Production Code Administration refusals of Code seals competitors of the independents in the persons of MPAA board members became the sole arbiters of the independents' appeals.

U.N. Head to Sponso Film Festival Here

Patron of the United Nations Festival, the first event of its kind to be held in this country, will be Excellency Victor Andres Belau the newly elected President of United Nations General Assembly.

Belaunde, a prominent Peru diplomat, will head a committe diplomatic sponsors of the five formance film event to benefit United Nations International C dren's School. The Festival runs Oct. 3 to 6 at the Murray Hill T tre, new art film house, on East Street here.

The sponsoring committee also cludes the chairmen of the delega of each of the 81 member-nation the United Nations.

Four of the five films are prev of foreign productions to be show special arrangement with produ and distributors. Because the spe benefit audience will see them in vance of their American premi titles of individual films are b withheld by the sponsors. The production, honoring the Un States, will be the world premier Universal's "Pillow Talk."

Cinema Lodge Financi Meeting Next Tuesday

A luncheon-meeting of the execu board of the annual fund-raising d of Cinema Lodge B'nai B'rith wil held next Tuesday, at Sardi's, it announced by Alfred W. Schwalb president.

Joseph Maharam is chairman of year's sale of the $25 contribu share certificates, proceeds of w are allocated to the B'nai B'rith S ice Fund, the principal fund-rai function of B'nai B'rith agencies. year, in addition to the awarding a 1959 Cadillac, the lodge will off second prize—a 21-inch RCA c television set. Sale of the certificate limited to 600.

The major item of interest to be cussed at Tuesday's meeting will the luncheon to be held during the ter part of October at the Astor tel when the drawing will take pl The exact date will be announ shortly.

Columbia Field Men Arrive Here Today

Columbia Pictures' field exploi tion men from Detroit, Philadelph and Washington, D.C. arrive in N York today for two days of conf ences on forthcoming Columbia leases with Jonas Rosenfield, Jr., ecutive in charge of advertising a publicity; Robert S. Ferguson, natio al director of advertising, publici and exploitation; and Richard Kah exploitation manager.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fec Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hol wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Moti Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-310 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagh Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

the newest screen achievement from the author and creator
of "20,000 Leagues Under The Sea" and
"Around The World In Eighty Days"...

GO GO with 20th for Thanksgiving
on Jules Verne's spectacular

JOURNEY TO THE CENTER OF THE EARTH

EXPLORE

The Crater of Snakells-Jokull

The Cavern of Light

The Stratum of Cinnabar

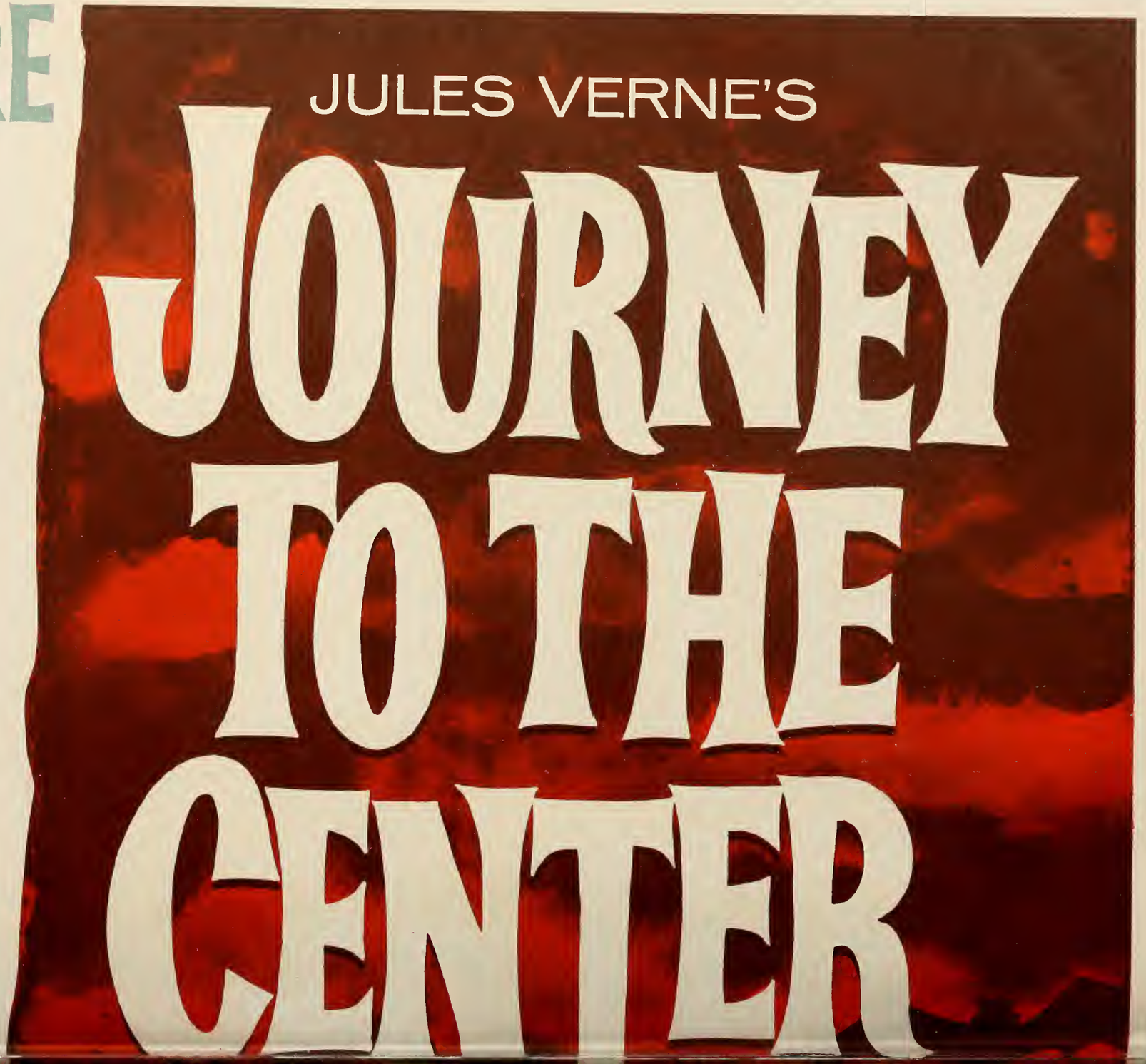
Stalagmites and Stalactites

The Floor of Transparent Zircon

The Giant Flesh-Eaters

The Grotto of Quartzes

The Cascading Salt



The Underground Labyrinth

The Cave with the Natural Bridge

The Forest of Mushrooms

The Underground Ocean

The Limestone Shaft

OF THE EARTH

produced by 20th Century-Fox in

CINEMASCOPE

COLOR by DE LUXE

STEREOPHONIC SOUND

THE CAMPAIGN WITH GO FOR THE PICTURE WITH GO

STARRING

PAT BOONE

in his most important role... revealing
a new dramatic maturity!

JAMES MASON

the unforgettable Captain Nemo of
"20,000 Leagues Under the Sea" in
his supreme characterization

ARLENE DAHL

a striking beauty, a fiery
personality, a fine talent

DIANE BAKER

the outstanding young star of
"The Diary of Anne Frank" and
"The Best of Everything"

Produced by
CHARLES BRACKETT
who gave you "The King And I"

Directed by
HENRY LEVIN
who gave you "Bernardine"

Screenplay by
WALTER REISCH and
CHARLES BRACKETT

the picture with GO

the campaign with GO

BIGGEST MERCHANDISING TIE-IN WITH JAY EMMETT ASSOCIATES, INC. ON PAT BOONE PRODUCTS!

3 WEEKLY PAT BOONE ABC-TV NETWORK SHOWS PRE-SELL THRU NOVEMBER!

OUTSTANDING PROMOTION OF SONGS WITH PAT BOONE ON DOT RECORDS!

5 MILLION DELL COMIC BOOKS!
POCKET BOOK EDITION!
JUVENILE BOOK EDITION!

TREMENDOUS NATIONAL TV CONCEPT WITH 10 TV TRAILERS, FILM CLIPS, TV SUBJECTS!

a promotion wonderland... aimed to saturate every age level... every audience bracket in America!

MOTION PICTURE HERALD MERCHANDISING CONFERENCES

'Place', Campaign to Feature 'Exploitation-in-Depth'

Keynote of the campaign planned by Warner Bros. for "A Summer Place" "exploitation-in-depth," with the emphasis on acquainting as large an audience as possible with what the picture is about prior to its release. Details this promotional drive were outned yesterday by members of the Warner advertising-publicity staff at ie first session of the current Merhandising Conferences being sponred by *Motion Picture Herald* in onjunction with the major film comanies.

Warner representatives on hand ere Meyer Hutner, publicity direcr; Charles Cohen, advertising direcr; and Max Bercutt, national coorinator of advertising and publicity.

Describing "A Summer Place" as ie of the "boldest" films ever reased by his company, Hutner said contains two extraordinary perrmances by two important newmers—Sandra Dee and Troy Donaue. Both are certain to become big ars, he declared, "and since each w star is worth $200,000,000 to the dustry, all of us have a stake in the m." Donahue, who is in town to romote the picture, was introduced riefly to the exhibitors.

Posters Go to Exhibitors Gratis

Cohen then proceeded to enumete the list of promotional materials vailable, including a 40 by 60 poster Donahue aimed at making him a ar. This will be offered exhibitors ratis. In addition to the two regular ailers there will be one to introduce onahue and four special teaser clips esigned to be scattered throughout ie program weeks ahead of the eatre's opening date. There will also e a radio spots series.

Cohen showed the exhibitors exnples of fan and general magazine ls which he said reflect the theme the film as "taking an honest, unlinking look at the problems of oung people in love without snickring or finger-pointing." The latter, ohen explained, is a quote from Sloane Wilson, author of the book on which the film is based, made after he attended a screening of it.

Highlight of the "Summer" campaign is to be a promotion using "Movie Parade," a special 12-page publication with four colors front and back containing scenes from the picture and a preview of the plot "without giving away too much." Bercutt said the "Parade" is designed to be distributed at the point-of-sale, the theatre—by ushers and attendants as patrons leave.

Bercutt said this is the first time this type of promotion has been employed by a film company, the usual practice being to place such supplements in a newspaper. He predicted the "Parade" would build up a terrific potential audience for the film and urged the exhibitors to cooperate to make it a success. Warners is printing 1,250,000 copies which will be distributed free through their exchanges.

Other aspects of the "Summer" drive presented by Hutner included a music tie-in with five record companies set to release the theme from the film; 23 magazine breaks already achieved; a paper-back edition of the novel; and potential plans for several tours.

The Warner men explained to the Conference delegates that the "Summer" campaign is only half-completed to date and asked for suggestions from the floor. Among those advanced were the idea of inserting an autographed still of Donahue in each copy of the "Parade"; taking dialogue quotes from the film to use as balloons with stills in the lobby; and making additional copies of the "Movie Parade" available.—R.G.

harles Cohen, Warner Bros. advertising director, addressing the opening ession of the Herald Conferences on "A Summer Place." Other speakers were leyer Hutner (back to camera, lower center) and Max Bercutt (not shown).

'Herald' Meetings Aid in Industry Relations Cited

(*Continued from page* 1)

discussion on promotional aspects of the product. Second is the round table meeting on Friday morning to be devoted to general advertising and promotional problems.

"Third, and most important," Quigley said, "is the opportunity provided at the Conference social affairs and round table for you to visit not only your colleagues but the men from the film companies. Each of you will find that the other does not have horns—nor does he live in an ivory tower."

Called 'Collective Enterprise'

Quigley outlined briefly the development of the idea for the Conferences, which is to bring exhibitors and distributors together in advance of the release of a film to work out promotional concepts to their mutual advantage. He explained that the Conferences are a collective enterprise between the *Herald* and the film companies.

"These meetings assert once again," he pointed out, "the importance of proper selling of pictures. And they give the lie to such nonsense as a story recently printed in the lay press saying that 80 per cent of the management of motion picture theatres is more interested in promoting concessions than films."

Pledges 'Crowded Three Days'

Quigley promised the Conference delegates a "crowded three days" and urged them to submit in advance any ideas they might have for discussion at the round table on Friday. This will be a "no holds barred session," he said.

The exhibitors then saw Warner Bros.' "The Miracle," but the discussion which followed was on the company's "A Summer Place," which was shown at trade screenings all over the country last week.

A number of suggestions for the "Summer Place" campaign were contributed by exhibitors (see separate story), and in addition the talks produced some general comments on advertising and promotion.

Proposal by Goldberg

A recommendation was made by Harry Goldberg of Stanley-Warner for some changes in the types of stories being sent out by the Compo publicity network in major cities. "So far," he said, "efforts of this group have been confined to planting stories with newspapers and television and radio stations of a general nature—upbeat business reports, industry trends, etc."

Goldberg suggested that the Compo network started sending out material referring to specific pictures, and offered as an example the possibility of a story on Sandra Dee and Troy Donahue as "new faces" for the motion picture screen with specific reference to their appearance in "A Summer Place."

"The time is ripe," Goldberg said, "to lose the provincial approach based on the fear of giving a competitor an advantage."

Plea Made for Local Houses

Other exhibitors urged all the film companies to extend the flow of promotional aids to subsequent-run and small-town theatres and not restrict major support to the key first-runs.

Following the Warner discussion the exhibitors had lunch at Arnold Rubin's Restaurant. In the afternoon they attended a screening of Paramount's "But Not for Me," followed by presentation of its campaign.

Canadians Issue Second Anti-Pay-TV Herald

Special to THE DAILY

MONTREAL, Sept. 23.—The second in a series of heralds being distributed by Canadian theatres as part of an anti-pay television campaign has been issued by the Citizens Committee for Free TV.

The herald states that second-run features, which will cost the average viewer as much as $2 an hour to watch, will comprise the bulk of programming on the cable-toll-TV to be tested at Etobicoke, near Toronto, late this fall. The test is scheduled by Trans-Canada Telemeter, subsidiary of Paramount Pictures.

In its new herald the Citizens Committee quotes E. E. Fitzgibbons, Trans-Canada Telemeter president, as saying that second run films will be the principal attraction of the new service. The herald points out Fitzgibbons "originallly promised first-run film fare."

Top Award of SMPTE Going to Dr. Edgerton

Dr. Harold Eugene Edgerton, professor of electrical measurements at the Massachusetts Institute of Technology, has been named to receive the Progress Medal Award of the Society of Motion Picture and Television Engineers, the highest citation of the society. Presentation will take place during the 86th semi-annual convention of the SMPTE, Oct. 5-9, at the Statler Hilton Hotel here.

Dr. Edgerton is vice-president and chairman of the board of Edgerton, Germeshausen and Grier, Boston firm which has been engaged in extensive research and development work, including the photographing of the A-bomb tests.

Ohio Meeting

(Continued from page 1)

the organization, said: "Having completed a legislative campaign that daily is benefiting every theatre in the state, it is now time for the theatres to plan to increase motion picture patronage.

"The convention had been planned to set up campaigns, and to present money-making ideas in both theatres and concessions for every theatre, however small or large."

Fine added the convention is open to all theatre owners, and attendance is not limtied to members of ITO of Ohio.

The closing banquet Oct. 28 will honor Horace Adams, president of the organization for the past five years and president of national Allied States for the past two years. Irving Dollinger of New Jersey Allied, one of the national organizations' representatives on the American Congress of Exhibitors, will be the principal speaker.

'Angry Man' Called A-1 By Legion of Decency

The National Legion of Decency has placed in its A-1 classification Columbia Pictures' "The Last Angry Man," at the same time recommending the picture as "an inspiration to people of all races and creeds."

The Legion noted that "the self-sacrifice and dedication to humanity which characterize the life of the protagonist are intellectually rewarding as well as heart-warming."

Creative Evolution

(Continued from page 1)

industry. That is the opinion, admittedly subjective, of Cary Grant, star of "Operation Petticoat" which was made by him in association with Robert Arthur for U-I release.

Relaxed and with a refreshing approach to the business of picture making, the star-producer talked to the press in his Hotel Plaza suite yesterday on his plans for the immediate future, on changes in Hollywood production, on how best to promote a picture, on comedy versus tragedy, and on "adult" pictures.

Has Two Now in Work

He has two projects currently in work. The first will be production of "The Grass Is Greener," a play by actor-writer Hugh Williams and his wife, which is presently a success on the London stage. This he will do in association with Stanley Donen and co-starring Deborah Kerr, for U-I release, his second for that company. Next, as yet untitled, will be a comedy with Ingrid Bergman, in which both will play dual roles.

He complimented Universal on once again becoming a "healthy company" and reported that his association with the company on "Petticoat" had been a "happy time." The picture, incidentally, booked into Radio City Music Hall as its Christmas film, will be the 24th Cary Grant picture to play that theatre. Films starring him have played a total of 78 weeks at the Music Hall.

On promotion of a picture by the principals concerned in its production, he feels that exposure on television or in radio interviews cannot possibly do as much good as discussion of the picture in those media by other personalities. His theory is that the public is less likely to accept the star's opinion of his own picture than that of other commentators whom he may trust.

Sees Comedy Harder, Better

He prefers comedy because he likes "to make people laugh rather than cry," although it is harder to do good comedy.

Speaking of the current uproar in the press about sensationalism and sex, he said "Why don't they complain about the newspapers and book publishers?" In general, he said, the matter would be less of a problem if care was taken to insure good taste in the handling of any theme. "Of course," he said, "it's a little more difficult to write 'clean' material."

Exhibitors Attending 'M. P. Herald' Product Merchandising Conferences

MURRAY ALPER, *Randforce Amusement Corp.*
PAUL BAISE, *Walter Reade Theatres.*
SAM BENDHEIM, III, *Neighborhood Theatres, Inc.*, Richmond, Va.
IRVING BERNAN, *Randforce Amusement Co.*
RICHARD BERNER, *Interboro Circuit, Inc.*
GEORGE BIRKNER, *Stanley Warner Fabian Theatre*, Paterson, N. J.
EDWARD BRUNNER, *Loew's Valencia Theatre*, New York.
KEN CARTER, *Schine Theatres*, Richmond, Ky.
WILLIAM COPLEY, *Schine Circuit.*
J. DANIELS, *Stanley Warner, Stanley Theatre*, Jersey City, N. J.
HARRY DAVEY, *Randforce Amusement Corp.*
BERNIE DIAMOND, *Schine Theatres.*
DURWARD DUTY, *Shea Theatre*, Ashtabula, Ohio.
SY EVANS, *Schine Circuit, Inc.*
HAROLD FIELD, *Pioneer Theatre Corp.*, Minneapolis.
JERRY FOWLER, *Schine Circuit*, Geneva, N. Y.
MARTIN FRIEDMAN, *ABC-Paramount.*
MANNY FRISCH, *Randforce Amusement Co.*
BEN GEARY, *Schine Circuit*, Athens, Ohio.
MORTON GERBER, *District Theatres Corp.*, Washington, D. C.
ERWIN GOLD, *Randforce Amusement Corp.*
L. R. GOLDING, *Fabian Theatres.*
EDGAR GOTH, *Stanley Warner*, Newark, N. J.
CHARLES I. GRACE, *Randforce Amusement Corp.*
RUSS GRANT, *Loew's Theatres.*
HARRY GREENE, *Welworth Theatres*, Minneapolis.
PAT J. GROSSO, *RKO Theatres.*
PAUL HANNER, *Odeon Theatres*, Toronto, Canada.
LOU S. HART, *Schine Theatres*, Auburn, N. Y.
FRED HERKOWITZ, *RKO Theatres.*
BERNIE HICKEY, *Shea Theatres.*
ROBERT E. HOSSE, *Crescent Amusement*, Nashville.
DAVE JONES, *Kerasotes Theatres*, Springfield, Ill.
GEORGE KEMP, *Stanley Warner*, Passaic, N. J.
FRANK V. KING, *Jamestown Amusement Co.*
HERMAN KOPF, *Schine Circuit*, Milford, Del.
RAY LA BOUNTY, *Schine Circuit*, Salisbury, Md.
GEORGE LANGBART, *Randforce Amusement Co.*
HOWARD LESSERMAN, *Valley Theatre*, Spring Valley, N. Y.
BLANCHE LIVINGSTON, *RKO Theatres.*
CLIFFORD LOTH, *Interboro Circuit, Inc.*
MRS. EDITH BOLTE MARSHALL, *John C. Bolte Circuit*, Bronx, N. Y.
BOB MOSEAN, Atlanta, Ga.
WILLARD MATTHEWS, *Comerford Circuit*, Scranton, Pa.
EDWARD MEADE, *Shea's Buffalo Theatre.*
CURTIS MEES, *Skouras Theatres.*
JACK MITCHELL, *Schine Theatres*, Glens Falls, N. Y.
EDWARD MOLTEN, *Stanley Warner Corp.*, Newark, N. J.
SEYMOUR L. MORRIS, *Schine Theatres.*
SPERIE P. PERAKOS, *Perakos Theatres*, New Britain, Conn.
JAMES V. PISAPIOS, *Interboro Circuit.*
DARREL D. PRESNELL, *National Theatres*, Kansas City, Mo.
BOB RAPPAPORT, *RF Theatres.*
FAY S. REEDER, *National Theatres, Fox W. Coast Theatre*, Los Angeles.
TOM RODGERS, *Trans-Lux Theatre*, New York.
SAMUEL SELETSKY, *Smith Management Co.*, Boston.
HAROLD SLITER, *Schine Circuit*, Lexington, Ky.
RAYMOND E. SMITH, *Jamestown Amusement Company.*
JAY SOLOMON, *Independent Theatres, Inc.*, Chattanooga, Tenn.
JOHN STANEK, *Branford Theatre*, Newark, N. J.
MIKE STERN, *Joseph Stern Theatres*, Chicago.
H. E. STUCKEY, *W. S. Butterfield Theatres*, Detroit.
MORTON THALHIMER, JR., *Neighborhood Theatres, Inc.*
JOSEPH TOLVE, *Skouras Theatres.*
E. C. TOMPKINS, *Crescent Amusement*, Nashville.
GEORGE TRILLING, *Fabian Theatres.*
H. H. UNTERFORT, *Schine Circuit, Paramount Theatre*, Syracuse, N. Y.
JOE VLECK, *Fox Inter-Mountain Theatre*, Denver.
THOMAS WILLIAMS, *Schine Circuit, Inc.*, Mt. Vernon, Ohio.
LEE WILLIS, *Schine Circuit*, Tiffin, Ohio.

Mich. Allied

(Continued from page 1)

liam M. Wetsman, partner in Wisp & Wetsman, was named to anoth term as treasurer.

Today's session of the conventi was conducted in an atmosphere optimism, as speakers voiced bo hope in the future and confiden that the current product shortage ca and will be relieved. A full attend ance at the meeting heard a numb of proven ideas for the creation better business.

National Carbon Co. was luncheo host to the delegates, who later wi nessed a performance of Universal "Pillow Talk" at the Michigan The tre.

The first day closed with a buff supper, at which Alexander Film C was host.

George Roscoe Heard

(Continued from page 1)

them it is now functioning on a loc level so that any exhibitor can sett his differences with the film com pany's branch manager in his localit

Two resolutions were passed. On was directed to major distributin companies asking that national sal policies be "adjusted to fair an equitable terms" to share with th exhibitor some of the "marked in creases shown in profits." This re solution had been introduced and di cussed yesterday and was passed t day.

Tax Cut Hailed

The second resolution commende the Tennessee legislature and gove nor for a reduction in the 2 per cen gross receipt tax to 1 per cent i 1959 on admissions.

Officers, headed by Gordon L Hutchins as president for 1960, an Joe Keifer, Malco official of Memphi as secretary-treasurer, were unani mously elected today.

'Porgy' Screening

(Continued from page 1)

Bess" at the Warner Theatre here to morrow at 3:15 P.M., as part of th nationally observed George Gersh win Birthday Celebration, sponsore by the George Gershwin Memoria Foundation. Samuel Goldwyn will b on hand at the end of the perform ance for an interview and discussion

Paul Ross Joins 'U'

Paul B. Ross, until recently man ager of the motion picture departmen in New York of Rogers and Cowan has joined the Universal Pictures ad vertising and publicity departmen here on a special assignment o "Four-D Man," the Fairview Produc tion which Universal is releasing i the United States and Canada.

70mm. to Loew Circuit

Frank E. Cahill, Jr., sales manager of Century Projector Corp., New York, said yesterday that Loew's Theatres had purchased Century 70/ 35mm projectors for several situations.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 86, NO. 61 NEW YORK, U.S.A., FRIDAY, SEPTEMBER 25, 1959 TEN CENTS

ield Men to Aid

ublic Service rogram for heatres Urged

ff-Hours, Intermission ses Asked by Einfeld

Charles Einfeld, 20th Century-Fox e-president, yesterday proposed a ogram for offering more public serv- in theatres, a which he med neces- y and vital in changing and owing indus- ."

Charles Einfeld

Einfeld, in a ter to the mpany's re- nal advertis- and pub- ity managers, d a plan to ff e r public vice in the atres can be worked out betwen managers and exhibitors "to the tterment of the community, the the-

(*Continued on page* 2)

'Talk Big,' Einfeld Urges, Lauding Films

Charles Einfeld, vice-president of th Century-Fox, who conducted yes- day afternoon's merchandising con- ence on "The Best of Everything," ncluded the session on a note of h optimism. Calling the confer- ces a "most progressive step," he nked Martin Quigley, Jr., for mak- g them possible and told the 80 or re guests that in addition to "the at picture you have just seen, you ve a treat in store for you tonight Universal with 'Pillow Talk.' I ve seen it and I know.

"Pictures you have seen are typical the fine product coming from all npanies this season," he continued;

(*Continued on page* 2)

LEVISION TODAY—page 9

'Herald' Round Table To Take Place Today

Problems in advertising via television and newspapers and the respective merits of each are to be among the controversial subjects up for discussion at the *Motion Picture Herald* Round Table discussion here today.

Participating in the Round Table session, being held at the Hotel Astor, will be some 100 exhibitors who have been attending the Herald's third series of Merchandising Conferences on new product this week. Joining them are key advertising and publicity executives from the major film companies.

Exhibitor delegates to the Merchandising Conferences have already seen five new films and heard advertising executives of the various companies describe the campaign for each. The exhibitors have also contributed a number of suggestions for exploiting the films, including Warner Bros.' "A Summer Place"; Paramount's "But Not for Me"; Columbia's Yesterday's Enemy"; 20th-Fox's "The Best of Everything"; and Universal's "Pillow Talk."

For Paramount's "But Not" Conference See Page 7.

For Columbia's "Enemy" Conference See Page 7.

List of Exhibitors Attending Meeting on Page 8.

The Conferences will conclude this afternoon with a screening and dis-

(*Continued on page* 8)

ITOA Urges Members To Try Conciliation

A resolution urging its members to avail themselvesof the conciliation machinery revived through ACE-MPAA negotiations has been unanimously adopted by the Independent Theatre Owners Association following a report by Max A. Cohen, ITOA representative on the ACE Committee. Action was taken at an ITOA luncheon meeting in the Hotel Astor yesterday.

ITOA members were advised to employ the procedure for "reasonable

(*Continued on page* 9)

Fox Is for Conciliation Right to Top: Harrison

Special to THE DAILY

DETROIT, Sept. 24.—Twentieth Century-Fox is in favor of settling by conciliation "anything but anything, with any exhibitor of any size, all doors being open, right up to the top in New York."

This statement formed the theme of an address delivered here today by Alex Harrison, general sales manager of 20th Century-Fox, at the 40th convention of Allied Theatres of Michigan. Harrison took sharp issue with Abram F. Myers, Allied States chair-

(*Continued on page* 9)

REVIEW:

Career

Wallis—Paramount

MOST STORIES ABOUT the theatre tell a conventional tale: they introduce a youngster (male or female) who comes to New York with stardust in his eyes and, after a brief period of struggle and heartache, gets his big chance on opening night when the leading actor unexpectedly bows out at the last minute. The newcomer dramatically takes over, and presto, is a celebrated star.

In a bold turnabout "Career" kicks this legend in the teeth. It tells a different and obviously truer Broadway story—about an aspiring young actor who comes to the Big Town with similar hopes and dreams but

(*Continued on page* 8)

Delayed

No Decision On '60 'Oscar' Sponsorship

MPA Members to Consult Further Within Companies

Decision on whether or not the Motion Picture Association will exercise its option to sponsor next year's Academy Awards telecast over NBC-TV was delayed following an MPA board meeting here yesterday to permit some of the company representatives present to consult principals within their companies before committing them.

It was brought out that B. B. Kahane, as president of the Academy of M. P. Arts & Sciences, has discussed the telecast of the Awards ceremony with all three national networks for a three-year period beginning in 1961. Next year's telecast over NBC-TV is the final one on the current three-year pact with that network.

The option on which a decision is being awaited is whether the industry will sponsor the 1960 telecast, thus once more keeping it out of the hands

(*Continued on page* 9)

Program for Today's Merchandising Meets

The program of the Herald merchandising conferences for today is as follows:

10:00 A.M. Round table discussion on general advertising and promotion problems, Astor Hotel, East Ballroom, 44th St. and Broadway.

12:30 P.M. Lunch, Astor Hotel, North Ballroom.

2:00 P.M. "Odds Against Tomorrow" United Artists screening room, 14th floor, 729 Seventh Ave. Followed by discussion period.

•

The campaign and discussion on 20th-Fox's "The Best of Everything," which was screened yesterday afternoon, and on Universal's "Pillow Talk," shown last night, will be reported in tomorrow's Motion Picture Daily.

PERSONAL MENTION

GEOFFREY SHURLOCK, Producode administrator, will return to Hollywood from here at the week end.

•

ROBERT O'BRIEN, vice-president and treasurer of Loew's, Inc., and MAURICE SILVERSTEIN, vice-president of Loew's International, have arrived in Hollywood from New York.

•

MARTIN MOSKOWITZ, Eastern division manager of 20th Century-Fox, was a visitor in Albany, N. Y., from here.

•

ARTHUR GREENBLATT, Allied Artists Southern division sales manager, was in Atlanta from New York.

•

WILLIAM BATLINER, Universal's talent head, arrived in New York yesterday from the Coast.

•

JACK HAYNES, film buyer for Chakeres Theatres, Cincinnati, has become a grandfather for the first time. Newcomer's name is BETH ANNE.

Heineman to Take Part In TOA Product Panel

William J. Heineman, vice-president in charge of distribution for United Artists, is the first distribution company sales chief to accept an invitation to participate in the product panel of the 12th annual convention of the Theatre Owners of America, at the Hotel Sherman in Chicago, Nov. 8 to 12.

The product session, to be billed as "A word from Distribution," will be held Wednesday morning, Nov. 11. Gerald J. Shea, president of Jamestown Amusement Co., will be moderator. The sales heads of all major film companies have been asked to appear to outline their product for the forthcoming 12 months to the convention.

Heineman's acceptance was announced by Richard H. Orear, of Kansas City, Shea of New York, and Dwight L. Spracher of Seattle, convention co-chairmen.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
"THE FBI STORY"
Starring JAMES STEWART
VERA MILES
A WARNER BROS. Picture in TECHNICOLOR®
and GALA NEW STAGE SPECTACLE

Public Service Plan Urged

(*Continued from page* 1)

atre and the motion pictures business."

"For example," he said, "no one has ever fully taken advantage of the newsreel as a service to the public. Here is an opportunity for a theatre to provide a unique service.

"There can be special morning showings of the newsreel held for grade school and high school classes. Contests involving the newsreel can be held and special note of the particular advantage of the theatre newsreel ought to be capitalized on."

Einfeld advised the managers to "work with the exhibitor in selling the newsreel to his audience as a public service. Nowhere, except in a motion picture theatre, can the patron be provided with the kind of pictorial journalism the newsreel has to offer, it has been a much overlooked advantage to the theatreman. The newsreel is at its peak today and many of our patrons don't realize it."

Sees Value of Intermission

The executive also talked about unprecedented uses of a theatre's intermission time as a public service instrument.

"A plan can be worked out," he wrote, "whereby an exhibitor can offer his intermission time for announcements of public interest. He can give weather reports, traffic bulletins, safety notices. In addition, he can make the time available to city organizations to make their own announcements of local interest.

"All this would raise the standing of the theatre and increase patronage."

Einfeld added other examples of expanding public service from the exhibitor. The letter tells of a plan to secure special educational shorts to show at morning sessions to high schools and grade schools, in addition to the special newsreel showings.

"A series of such showings would prove invaluable to the exhibitor and provide him with a solid basis on which to base a public service campaign," it was pointed out.

The letter continues: "Just as several top corporations make the product they sell incidental to their advertising approach, so can the theatre get his message across. Perhaps there are areas where advertising geared to the institutional approach can help maintain the theatre a place of public interest.

"Many American industries, notably radio and television, public utilities, telephone and certain electronic and appliance corporations offer extra services to the public with only an institutional approach in their presentations. They have managed to institutionalize their names and to raise their appeal to the consumer to a level of national and civic value, by offering public service."

Points to Corporations' Use

"Wherever possible," Einfeld urged the ad-pub managers "aid the exhibitor in helping to place his theatre as a center of community life. It may be possible for an exhibitor to speak at local functions, or to lecture on various aspects of the motion picture at schools and meetings. In this way several large corporations in this country built splendid civic reputations."

Einfeld also asked the ad-pub managers to offer their own suggestions for additional ways in which theatres can offer public service.

Columbia to Release 'Nights' at Christmas

UPA's "1001 Arabian Nights" has been set as Columbia's Christmas release, it was announced yesterday by Rube Jackter, Columbia vice-president and general sales manager. He said bids were already being accepted for bookings of the full-length cartoon.

"1001 Arabian Nights" will be merchanised along the same lines as last year's "The Seventh Voyage of Sinbad," he added.

Ben Simon Retiring

Ben Simon, a manager for Loew's Theatres for the last 32 years, is retiring this week. Simon spent 31 years as manager of Loew's Metropolitan Theatre in Brooklyn. He came to Loew's in 1927 as assistant manager at Loew's Hillside Theatre, and was made manager of the Metropolitan Theatre in 1928.

'Talk Big'

(*Continued from page* 1)

"We all know what the box office did this summer. I am sure that it will continue and that we will go on to a permanently prosperous future. We should hold our heads high, go home and talk big about the wonderful things to come."

40 Dates for 'Fisherman'

Rowland V. Lee's "The Big Fisherman," produced in Panavision-70, has been set by Buena Vista to open in 40 key situations, including Canada and Hawaii, between Sept. 30 and Dec. 25, all on a hard ticket policy.

WB Dividend 30c

The board of directors of Warner Bros. yesterday declared a regular quarterly dividend on the common stock of 30c payable on Nov. 5 to stockholders of record Oct. 14.

'North' Gross at Hall: $1,202,915 in 7 Weeks

M-G-M's "North By Northwest" grossed $1,202,915 in its seven-week run at Radio City Music Hall which ended Wednesday, the company reported yesterday.

When it passed the million-dollar mark, "North" became the twelfth M-G-M release to reach that figure at the showcase.

File Demurrer in Suit For Ohio Censor Fees

Special to THE DAILY

COLUMBUS, O., Sept. 24.—Asst. Atty. Gen. John A. Hoskins has filed a demurrer in the suit against the state of Ohio brought by Paramount Film Distributing Corp. of New York which seeks to recover censor fees paid in past years.

Paramount and seven other film distributors have filed suits for a return of the fees on the grounds that the courts have held Ohio censorship laws to be unconstitutional. The amount involved from all companies is about $240,000.

The demurrer contends that state officials cannot be sued for fees collected by them in good faith under a supposedly valid law. It also claims that no money can be recovered from the state treasury. The film companies allege the censorship fees were paid involuntarily and under duress.

A demurrer is an action that admits allegations in a suit but points out a legal defect that should halt the proceedings.

New Drive-in Screen Called 'Revolutionary'

From THE DAILY Bureau

HOLLYWOOD, Sept. 24.—A revolutionary new plastic drive-in theatre screen which can increase screen light up to 300 per cent has been developed by the Motion Picture Research Council, William Kelley, MPRC president, announced today.

The new screen, which evolved from the council's research and development of its all-aluminum screen which won an Academy "Oscar" for technical achievement, embodies the same characterization as the aluminum screen but can be installed in any drive-in without extensive remodeling.

Griesdorf Rites Today

TORONTO, Sept. 24.—Mrs. Ruth Griesdorf, wife of David Griesdorf, president of NTA Telefilm (Canada) Ltd., died suddenly here today. Funeral services will be held tomorrow at Holy Blossom Temple.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

FOR FALL '59 –

DRAMA
COMEDY
ROMANCE
MUSIC
SPECTACLE
ACTION

FOR BIGNESS...

FOR BOX-OFFICE...

FROM PARAMOUNT–
BIG PRODUCT!

FOR BIGNESS!

Paramount Pictures

ROMANCE

"That Kind Of Woman"

LOVE STORY WITH GROWN-UP FRANKNESS!

Starring
SOPHIA LOREN · TAB HUNTER
Co-starring JACK **WARDEN** · BARBARA **NICHOLS** · KEENAN **WYNN** · Also Co-starring GEORGE **SANDERS** as The Man

Produced by CARLO PONTI and MARCELLO GIROSI · Directed by SIDNEY LUMET · Screenplay by WALTER BERNSTEIN · Based on a Story by Robert Lowry

COMEDY

CLARK GABLE · CARROLL BAKER
LILLI PALMER · LEE J. COBB

in the Perlberg-Seaton production of

"BUT *NOT* FOR ME"

-but definitely for You!

STAR-POWERED ROMANTIC COMEDY!

Also starring **BARRY COE** with THOMAS GOMEZ · Produced by WILLIAM PERLBERG and GEORGE SEATON · Directed by WALTER LANG
Screenplay by JOHN MICHAEL HAYES · Based on a Play by SAMSON RAPHAELSON

R BOX-OFFICE!

Paramount Pictures

DRAMA

HAL WALLIS' PRODUCTION

"career"

DRAMA WITH A DYNAMITE CAST!

STARRING

DEAN MARTIN
ANTHONY FRANCIOSA
SHIRLEY MacLAINE
CAROLYN JONES

CO-STARRING
JOAN BLACKMAN · ROBERT MIDDLETON Directed by JOSEPH ANTHONY · Screenplay by JAMES LEE

ACTION

"THE Jayhawkers"

SUPER-SCALE CIVIL WAR SAGA!

TECHNICOLOR®
VISTAVISION®

STARRING
JEFF CHANDLER · FESS PARKER · NICOLE MAUREY

CO-STARRING
A PANAMA & FRANK PRODUCTION · HENRY SILVA · DIRECTED BY MELVIN FRANK · WRITTEN BY MELVIN FRANK, JOSEPH PETRACCA & FRANK FENTON & A. I. BEZZERIDES

FOR BIGNESS! FOR BOX-OFFICE

MUSIC

LI'L ABNER

FUN-STACKED! GIRL-STACKED!

VISTAVISION®
TECHNICOLOR®

STARRING
PETER PALMER · LESLIE PARRISH · STUBBY KAYE · HOWARD ST. JOHN · JULIE NEWMAR · STELLA STEVENS

A PANAMA AND FRANK PRODUCTION · DIRECTED BY MELVIN FRANK · PRODUCED BY NORMAN PANAMA · WRITTEN BY NORMAN PANAMA AND MELVIN FRANK · Based on the Characters Created by Al Capp · Lyrics by Johnny Mercer · Music by Gene de Paul

SPECTACLE

CECIL B. DEMILLE'S

SAMSON AND DELILAH

CECIL B. DEMILLE'S **"SAMSON AND DELILAH"** starring HEDY LAMARR · VICTOR MATURE · GEORGE SANDERS · ANGELA LANSBURY · HENRY WILCOXON · **TECHNICOLOR®**

Produced and Directed by CECIL B. DeMILLE · Screenplay by Jesse L. Lasky, Jr. · Fredric M. Frank · From original treatments by Harold Lamb and Vladimir Jabotinsky · Based upon the history of Samson and Delilah in the Holy Bible, Judges 13-16 · A Paramount Re-Release

And Paramount backs this Big Product with its Biggest, Boldest Promotion and Merchandising . . . all-out, all-media hard-selling to make Fall '59 a Boxoffice Season to remember!

MOTION PICTURE HERALD MERCHANDISING CONFERENCES

'But Not for Me' Campaign Stresses Romance and Fun

By JAMES D. IVERS

Paramount's campaign for the Clark Gable-Carroll Baker comedy "But Not for Me" has successfully overcome the twin difficulties of pinpointing comedy in magazine and newspaper ads and of by-passing the problem of youth-age romance, exhibitors at the *Motion Picture Herald* Merchandising Conferences agreed. The picture was screened Wednesday afternoon and elicited enthusiastic response from the Conference guests.

Jerome Pickman, Paramount vice-president, outlined the campaign to the circuit advertising executives. In addition to the heavy national and fan magazine schedule and extensive plans for radio promotion, he said he had high hopes for good results from a tieup with Jack Paar. The deal at present calls for three successive spots on the network television show, bought after Paar had seen the comedy and agreed to give it his personal endorsement. The deal may be extended Pickman said.

Gets Laughs, Not Girl

The advertising campaign features variety in both art and copy but the general theme, Pickman explained, "takes the curse off" the romance between the elder Clark Gable and young Carroll "Baby Doll" Baker. The ads feature star value with Gable, Miss Baker Lilli Palmer and Barry Coe but the copy includes such lines as "Gable acts his age and becomes the rage," "He's 51, pretending to be 41, trying to act 31, because she's only 21," "He doesn't get the girl but he gets those laughs," and "The great lover becomes a great comedy star."

The conference guests were unanimous in their agreement on the effectiveness of the copy but were particularly enthusiastic about the "He's 51, pretending to be 41 . . ." line and it was suggested that a separate teaser trailer featuring the line be made. The regular trailer, shown to the guests, is an "editorial" type, featuring Miss Baker relating briefly what happens to her and stressing the romance and fun.

Pickman also explained in detail a secretary contest, featuring letters of endorsement to their friends with prizes for the girl responsible for the most paid admissions which he said was one result of a Paramount circuit exploitation meeting. The contest is to be tried in Houston and Dallas for opening dates there.

The Paramount executive strongly recommended previews of the picture in order to start word of mouth on the picture and agreed to help exhibitors get authorization from the sales department to run them.

The national ad campaign schedules include "Life," "Look," "Pictorial Review," "Seventeen" and the full fan list, Pickman said.

Supplementing the national ad campaign and the Jack Paar show build-up, heavy radio exploitation featuring Ella Fitzgerald singing the title song will be used, carrying out the title identification theme.

Past Results Cited

The discussion concluded with an analysis of the effectiveness of radio plugs. Pickman stressed the remarkable results achieved by Paramount and other companies not only for "gimmick" pictures but for others as well by using both television and radio. Television use, he pointed out, obviously is limited because of the costs involved but extensive radio coverage is easily gotten, particularly with the sliding scale device now being widely used.

Assisting Pickman in the presentation were Joseph Friedman, exploitation director, and Dave Judson.

'Honesty' of 'Enemy' Stressed In Big Campaign by Columbia

By VINCENT CANBY

"If ever there is a more meaningful war film, they'll have to fire live bullets from the screen."

This line, spoken by famous newspaperman Bob Considine in radio spots and in the special theatrical trailer, is the key to the selling campaign on Columbia Pictures' forthcoming "Yesterday's Enemy." The campaign was outlined yesterday morning for more than 75 exhibitors attending the second day of the third series of Merchandising Conferences sponsored by *Motion Picture Herald.*

Robert L. Ferguson, national director of advertising, publicity and exploitation for Columbia; Jonas Rosenfield, Jr., executive in charge of advertising and publicity, and Richard Kahn, exploitation manager, headed the list of Columbia officials who were hosts at the screening of the film and the presentation of the merchandising campaign in the home office, followed by luncheon at the Hotel Gotham.

Points to Large Attendance

Introduced by Martin Quigley, Jr., editor of *The Herald,* Ferguson welcomed the conference delegates by taking note of the sizeable increase in attendance over the last conferences held in May. "It is a sign that both exhibitors and distributors now realize how much we both have at stake and the more we cooperate, the better it is for both of us."

"Yesterday's Enemy," a British-made Hammer Film set in Burma during World War II, was picked over other product to represent Columbia at the conference, said Ferguson, because it was felt to offer "showmen a greater opportunity to capitalize on their showmanship abilities. He admitted that it has no stars well known to U.S. audiences, but said that the story, which shows courage and cowardice in both the British and Japanese, dramatizes a strong universal truth about the corrosive effect of war on all participants.

The perhaps unprecedented honesty of the film, said Ferguson, is being stressed in all phases of the selling campaign. Considine's quote is, in addition to being used in the trailer and radio spots, being extensively utilized in the display ads. The film has been screened for, and strongly recommended by, such groups and individuals as the Overseas Press Club, the China-Burma-India Veterans Association, General Devers, and a number of the country's most widely read syndicated columnists.

Columbia's biggest coup, he reported, has been in getting the backing of General Sir Robert Mansergh, military aide to Queen Elizabeth. The general feels so strongly about the film that he has agreed to tour major cities in this country to talk about it.

The general, according to Richard Kahn, is because of his colorful personality, a natural to receive all sorts of publicity. He will be interviewed on national radio and TV shows.

Will Be Sold as 'War Film'

One exhibitor, who praised the hard-hitting campaign on the picture, but asked the Columbia executives, "How do we get women in the theatre?" was answered by another exhibitor who said that while it was always desirable to have a "woman's angle" in the advertising, it's not always necessary. "Look at 'Al Capone,'" he said. He was backed by an exhibitor who advised against "selling away from the film. It's a war film. Let's sell it as such."

Other suggestions for promotion on the local level included cooperation with local veterans groups, and special screenings for civic educational and student groups.

The advertising approach on "But Not for Me" is discussed by Jerome Pickman, Paramount vice-president, at a Motion Picture Herald Merchandising Conference session.

Robert S. Ferguson, Columbia national director of advertising, publicity and exploitation, describes the campaign for "Yesterday's Enemy" at the Herald Conference.

Exhibitors Attending 'M. P. Herald' Product Merchandising Conferences

MURRAY ALPER, *Randforce Amusement Corp.*
PAUL BAISE, *Walter Reade Theatres.*
SAM BENDHEIM, III, *Neighborhood Theatres, Inc.*, Richmond, Va.
IRVING BERNAN, *Randforce Co.*
RICHARD BERNER, *Interboro Circuit.*
GEORGE BIRKNER, *Stanley Warner Fabian Theatre*, Paterson, N. J.
LOU BROWN, *Loew's Theatres*, Boston.
MYRON BLANK, *Central States Theatres*, Des Moines, Ia.
RICHARD BRANDT, *Trans-Lux.*
EDWARD BRUNNER, *Loew's Valencia.*
HENRY CAPOGNA.
KEN CARTER, *Schine Theatres*, Richmond, Ky.
WILLIAM COPLEY, *Schine Circuit.*
J. DANIELS, *Stanley Warner, Stanley Theatre*, Jersey City, N. J.
HARRY DAVEY, *Randforce Amusement Corp.*
BERNIE DIAMOND, *Schine Theatres.*
M. DORSO, *Walter Reade Theatres.*
EARL DOUGLASS, *Commonwealth Theatres*, Colombia, Mo.
DURWARD DUTY, *Shea Theatre*, Ashtabula, Ohio.
SY EVANS, *Schine Circuit, Inc.*
HAROLD FIELD, *Pioneer Theatre Corp.*, Minneapolis.
JERRY FOWLER, *Schine Circuit.*
JACK FOXE, *Loew's Theatres*, Washington, D. C.
LEOPOLD FRIEDMAN, EUGENE PICKER, JOHN MURPHY and ERNEST EMERLING, *Loew's Theatres.*
MARTIN FRIEDMAN, *AB-PT.*
MANNY FRISCH, *Randforce Amusement Co.*
J. CLYDE FULLER, JR., *Loew's Theatres.*
BEN GEARY, *Schine Circuit*, Athens, Ohio.
MORTON GERBER, *District Theatres Corp.*, Washington, D. C.
ERWIN GOLD, *Randforce Amusement Corp.*
L. R. GOLDING, *Fabian Theatres.*
EDGAR GOTH, *Stanley Warner*, Newark, N. J.
CHARLES I. GRACE, *Randforce Amusement Corp.*
RUSS GRANT, *Loew's Theatres.*
HARRY GREENE, *Welworth Theatres.*
PAT J. GROSSO, *RKO Theatres.*
CHARLES HACKER, *Music Hall.*
PAUL HANNER, *Odeon Theatres*, Toronto, Canada.
LOU S. HART, *Schine Theatres*, Auburn, N. Y.
FRED HERKOWITZ, *RKO Theatres.*
BERNIE HICKEY, *Shea Theatres.*
ROBERT E. HOSSE, *Crescent Amusement*, Nashville.
DAVE JONES, *Kerasotes Theatres*, Springfield, Ill.
GEORGE KEMP, *Stanley Warner*, Passaic, N. J.
FRANK V. KING, *Jamestown Amusement Co.*
HERMAN KOPF, *Schine Circuit.*
RAY LA BOUNTY, *Schine Circuit*, Salisbury, Md.
GEORGE LANGBART, *Randforce Amusement Co.*
HOWARD LESSER, *Valley Theatre*, Spring Valley, N. Y.
DOUGLAS J. LIGHTNER, *Commonwealth Theatres*, Kansas City, Mo.
BLANCHE LIVINGSTON, *RKO Theatres.*
CLIFFORD LOTH, *Interboro Circuit, Inc.*
MRS. EDITH BOLTE MARSHALL, *John C. Bolte Circuit*, Bronx, N. Y.
BOB MOSEAN, Atlanta, Ga.
WILLARD MATTHEWS, *Comerford Circuit*, Scranton, Pa.
EDWARD MEADE, *Shea's Buffalo Theatre.*
CURTIS MEES, *Skouras Theatres.*
JACK MITCHELL, *Schine Theatres*, Glens Falls, N. Y.
EDWARD MOLTEN, *Stanley Warner Corp.*, Newark, N. J.
SEYMOUR L. MORRIS, *Schine Theatres.*
RICHARD OREAR, *Commonwealth Theatres*, Kansas City, Mo.
SPERIE P. PERAKOS, *Perakos Theatres*, New Britain, Conn.
JAMES V. PISAPIOS, *Interboro Circuit.*
DARREL D. PRESNELL, *National Theatres*, Kansas City, Mo.
BOB RAPPAPORT, *RF Theatres.*
FAY S. REEDER, *National Theatres, Fox W. Coast Theatre*, Los Angeles.
SAMUEL RINZLER, *Randforce Amusement Co.*
TOM RODGERS, *Trans-Lux Theatre*, New York.
BOB SHAPIRO, *Paramount Theatre*, New York.
GERALD SHEA, *Shea Circuit.*
DONALD SCHINE, *Schine Circuit.*
SOL SCHWARTZ, HARRY MANDEL and JOHN CASSIDY, *RKO Theatres*
SAMUEL SELETSKY, *Smith Management Co.*, Boston.
JAMES SHANAHAN, *Loew's Theatres.*
GERALD SHEA, *Jamestown Amusement Co.*
HAROLD SLITER, *Schine Circuit*, Lexington, Ky.
RAYMOND E. SMITH, *Jamestown Amusement Company.*
WILBUR SNAPER, *Snaper Theatres.*
DOROTHY SOLOMON, *Loew's Theatres*, N. Y. C.
JAY SOLOMON, *Independent Theatres, Inc.*, Chattanooga, Tenn.
HENRY SPIEGEL, *American Broadcasting-Paramount Theatres.*
JOHN STANEK, *Branford Theatre*, Newark, N. J.
MIKE STERN, *Joseph Stern Theatres*, Chicago.
H. E. STUCKEY, *W. S. Butterfield Theatres*, Detroit.
MORTON THALHIMER, JR., *Neighborhood Theatres, Inc.*
JOSEPH TOLVE, *Skouras Theatres.*
E. C. TOMPKINS, *Crescent Amusement*, Nashville.
GEORGE TRILLING, *Fabian Theatres.*
H. H. UNTERFORT, *Schine Circuit, Paramount Theatre*, Syracuse, N. Y.
JOE VLECK, *Fox Inter-Mountain Theatre*, Denver.
THOMAS WILLIAMS, *Schine Circuit.*
LEE WILLIS, *Schine Circuit.*

I.T.O.A. Members Laud 'Herald' Forum Values

A number of I.T.O.A. members took the floor at their meeting here yesterday to speak in glowing terms of the "Motion Picture Herald" Merchandising Forum which is being concluded today. The tenor of the exhibitors' remarks was that the forums are very much worthwhile, to small as well as large theatres and more subsequent run exhibitors should attend them.

Several spoke of specific benefits they had received from the current and earlier "Herald" Forums and termed them "very constructive, very useful and a good thing for the industry."

'Round Table

(*Continued from page* 1)

cussion of United Artists' "Od Against Tomorrow."

In the product discussions so f the question of television advertisi has cropped up a number of time and exhibitors have indicated this one of the topics they would like go into thoroughly at the Rou Table meeting today. Some feel t impact of TV promotion to be u usually strong and productive; othe think the costs outweigh the adva tages.

In addition newspaper advertisin its value and the quality of curre copy supplied by the film companie has come in for criticism. Other su jects mentioned for exploration tod include industry public relations ar censorship.

Career

CONTINUED FROM PAGE

fails to make them come true. Frustration and disappointment are h lot over the long, long years.

In a bittersweet ending he finally gets his name in lights on Broad way, playing the lead in a "hit" show. But he is now middle-aged an disillusioned. There is no guarantee that he has really and finally got made.

Based on an off-Broadway play a few seasons ago that enjoyed critic applause and box office success, "Career" is a strong drama that abundant with some fascinating characters and tense emotional scene Hal Wallis has given the literate James Lee original (which the autho also adapted for the screen) a careful, polished production. He has cas it with three of the most talented young actors around today—Anthon Franciosa, Shirley MacLaine and Carolyn Jones. The already firml established Dean Martin also has a top part, and a newcomer named Joa Blackman holds her own in this fast company.

Particularly in the early scenes director Joseph Anthony has create real pathos as Franciosa, the hero, tries to make his young wife, as playe by Miss Blackman, understand his consuming urge to become a big star She cannot comprehend, however, and begs him to give it up and settl for an ordinary job. When he refuses, she leaves him, and this is only one of the numerous rebuffs he suffers as the drama extends over a perio of several years.

The hero's best friend, a struggling director played by Martin, become a big success in Hollywood but refuses to help his old buddy get eve a small part. Told he hasn't been "opportunistic" enough Franciosa changes his tactics and seduces the daughter (Miss MacLaine) of a weathy stage producer and then marries her. She is actually in love with Martin and, becoming pregnant by the latter, wants to divorce Franciosa. The actor's price: a part in a Broadway show Martin is directing.

But even this doesn't work out for the long-suffering hero; Martin double-crosses him and replaces him with an established star. The hero next does a stretch in the Korean War, returns to New York, and loses an important television job because of past association with a Communist theatre group. After that he descends to becoming a waiter until at the last minute that big break comes through.

Along the way about the only person who lends a helping hand to the unfortunate hero is an actor's agent who had been on the stage briefly herself and then failed. This role is dynamically interpreted by Miss Jones in the best performance in the film. What an actress she is!

Throughout, Franciosa strives valiantly to make the spectator believe in and sympathize with the ardor of the hero to reach his goal. Miss MacLaine is amusing as his dipsomaniac second wife, and Martin plays his treacherous friend competently. As the first wife of Franciosa, Miss Blackman makes extremely appealing a part that could have been unbearably saccharine.

"Career" is intriguing and vigorous dramatic fare.
Running time, 105 minutes. Adult classification. Pre-release, in October.

RICHARD GERTNER

No Decision

(*Continued from page* 1)

of commercial sponsors. The principal industry hesitancy appears to be over the approximately $600,000 telecast cost, exclusive of monies paid to the Academy for production and other expenses.

Kahane, it was indicated after yesterday's meeting, was unable to assure the company representatives that costs could be materially reduced next year unless the industry itself undertook to do so by curtailing time and production expenses.

Kahane will remain here until a canvass of the companies establishes their attitude toward the 1960 telecast sponsorship. That may be completed today or Monday, it was stated.

Preceding the telecast sponsorship discussion, Charles Simonelli, chairman of the MPAA advertising-publicity directors committee, assisted by Jerome Pickman and Roger Lewis, chairmen of the committee in charge of the "Oscar" telecast last spring, described the results of efforts which won this year's telecast the highest Trendex rating of any TV program.

Displays Mounted

In addition to the verbal presentation, samples of the promotion results gathered from many media in all parts of the country and from abroad were displayed in special mountings in the MPAA board room for the benefit of the directors.

Sentiment at the board meeting, it was stated, appeared to be enthusiastic over last spring's results and in favor of a repeat next year.

Elected to the MPAA board yesterday were: Roy Disney, president of Walt Disney Productions, and Irving Ludwig and Edmund F. Clarke of Buena Vista Distributing Corp. Those companies joined MPAA and MPEA several months ago but had not designated board representation until yesterday.

Renewal of the Anglo-U.S. film pact for another year is scheduled to be consummated tomorrow, expiration date of the current pact.

Explains Khrushchev Blast at 'Can-Can'

From THE DAILY Bureau

WASHINGTON, Sept. 24.—Nikita Khrushchev is aware that Hollywood is everybody's whipping boy," which is why, when he was angered last Saturday about other happenings during his Hollywood visit, he denounced 20th Century-Fox's production of "Can-Can" after having given every indication on the set of enjoying what he saw.

This is the explanation for the Soviet dictator's contradictory behavior being offered by Richard L. Coe, amusements department columnist for "The Washington Post."

The date at the Fox studio had been arranged weeks in advance at the request of the State Department, "the advance guard of which approved days ahead every step of the luncheon and ensuing entertainment," Coe wrote.

Irked subsequently when he learned that many of those at the studio luncheon had thought he'd stayed on too long, Khrushchev retaliated by calling the dance he had seen "immoral."

"He put himself on the side of the angels by saying he was shocked," Coe wrote. But, he added, back in the 1890's the can-can was danced with thighs exposed, whereas the dancers on the studio set wore tights. There was nothing shocking about it, Coe said, but "Mr. K. knows that, if America has a favorite scapegoat, it's Hollywood, and he has used it beautifully."

"He also caused Foy Kohler, Assistant Secretary of State for European Affairs, to back out on what his underlings had approved in advance by publicly agreeing with Mr. K., who must have been amused at seeing an official disown his own staff."

"Whether they'd been playing 'Hamlet' or 'Can-Can' Mr. K. could have had his crack," Coe concludes.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

MORGAN BEATTY NBCopped a "beat-ty" on the other "Khrushchev Party Newshawks" when he put thru a call from a phone booth at San Jose during an 8-minute stop there while the other reporters were obliged to wait till they arrived in San Francisco, an hour later. . . . If and when Bob Paige gets that new music quizzer on NBC this winter, he'll surely have copped "The Big Payoff." His salary will be about double. . . . Beautiful and multi-talented Giselle Mackenzie, currently starred at the Empire Room of the Waldorf-Astoria Hotel in Gotham will be CBSeen on the "Sid Caesar Show" Wedneasday, Oct. 21. . . . The only producer to have produced television programs starring Pat Boone and Andy Williams, respective winners of last year's FAME Awards, Bill Hobin has been signed to produce-direct several "Telephone Hour" NBColorcasts this season. First one takes place Friday Oct. 23. . . . One of the teen-agers, gorgeous blonde, seen asking Bob Hope for his autograph on his Oct. 8 telecast, is Barbara Lee Hope, the NBComic's niece. . . . Harry Von Zell, regularly seen on the "George Gobel Show," who's sold quite a number of original scripts, is Zel-bent on furthering his writing career. . . . Wallace H. Langton, who left the Bernard L. Schubert firm in January to join Product Services, Inc. has been upped to veep and elected to the board of directors. . . . The Ralph Edwards production," About Faces," an audience-participation quizzer, emceed by Ben (Dragnet) Alexander, will be ABChannelled next month. . . . The Wolf Associates package, "Keep Talkin'," with Herb Wolf, exec prod. and Alan Gilbert and Jack Rubin, associate producers, sponsored by Mutual of Omaha, will be seen starting Tuesday (10:30 P.M.) over ABC-TV. Merv Griffin will head the panel which will again include Morey Amsterdam, Paul Winchell, Joey Bishop, Danny Dayton, Peggy Cass and Pat Caroll.

☆ ☆ ☆

One of Broadway's most beloved citizens, Maurice Barrett, producer of the "John Feeney Show" and poet laureate of the Lambs Club, is celebrating his 85th birthday. . . . Disk jockeys will latch onto Rosa Rio's new Vox LP. "Come Rain Come Shine," which features the organ wizardry of the little lady who's been providing musical moods and background for numerous radio and television programs for the past decade. . . . Jimmie Rodgers has just cut a kidisk, "Wistful Willie," cleffed by his accompanist, Al Lerner. The clever novelty platter with a novel twist should make lots of noise around the Yuletide. . . . Look for more net-WORK for Ann Harding. Appearing with lovely June Allyson on the debut of the "June Allyson Show" Mon. evening over CBS-TV, Ann turned in a brilliant performance as the "mother-in-law." . . . The Academy of TV Arts & Sciences will honor Arthur Godfrey at the "Close-up 1960" Dinner, Friday, Dec. 4. Dave Tebet, NBChief of Talent Relations and chairman of the Academy's Activities Comm., will supervise the evening's festivities while the show will be produced by Charles Andrews. . . . Dropped into Studio 6 B yesterday afternoon to catch "Tic Tac Dough" and was rewarded with plenty of laughs provided by the NBClever quiz-master Bill Wendell, whose audience warm-up ad-libs proved hilarious. . . . Zel deCyr just completed several "Thrifty Christy" Christmas Club TV commershills. (This is the second "Christmas" item today—soooo, let' see now—there are but 71 shopping days left. Aren't you glad you read this pillar and get these tips?) . . . John Ercole, whose camera captured thrilling history-being-made at Guadalcanal, Tarawa and the Mariannas has been named director of photography at Transfilm, Inc.

Dozier Vice-Pres. Of Screen Gems

From THE DAILY Bureau

HOLLYWOOD, Sept. 24.—William Dozier has signed a long-term contract as vice-president in charge of West Coast activities for Screen Gems, wholly owned subsidiary of Columbia Pictures, it was announced today by Abe Schneider, president of Columbia Pictures, and Samuel Brisin, vice-president in charge of Columbia's West Coast activities.

Dozier, who leaves his post as vice-president in charge of network programs for CBS-TV in Hollywood, will work in close cooperation with Irving Briskin, former head of Screen Gems, who was recently elevated to vice-president of the parent company.

ITOA Urges Members

(*Continued from page* 1)

and businesslike requests" capable of solution by the film companies and not to seek special advantage by means of conciliation. The resolution cited the appreciation of the ITOA for the sincerity of ACE's representatives in their efforts to aid small theatres and urged them to continue in this worthy effort.

In view of the current labor negotiations, the labor committee is to be augmented with a series of appointments to be announced by president Harry Brandt.

Four New Members

New members of the Association include the Empress Theatre, Manhattan, operated by Dave Sanders; Tribune Theatre, Manhattan, operated by Murray Meinberg, Circle Theatre, Bronx, operated by Seymour Selig, and Monroe Theatre, Brooklyn, operated by Abe Rotner.

The entire present slate of officers was renominated for the 1959-60 season. Present officers are: Harry Brandt, president; Max A. Cohen, first vice-president; William Namenson,

Fox for Conciliation

(*Continued from page* 1)

man and general counsel, who in an address last week criticized the American Congress of Exhibitors for lack of accomplishments and prospects.

"We must stand together, we must have unity," said Harrison, and pledged that his company would "match dollar for dollar—or more" the sums which Metropolitan Exhibitors of Detroit will spend for the current business-building campaign.

Harrison prophesied the best fall business for the last 10 years. In a tribute to Spyros P. Skouras, president of the company Harrison declared that Skouras would put aside the most urgent business to heed complaints from even the smallest stockholder.

EXHIBITORS ARE TREATED TO 'THE BEST'

Hundreds of exhibitors from all over the country attended yesterday's 20th Century-Fox portion of the Motion Picture Herald's Merchandising Conference. Plans for Jerry Wald's "The Best of Everything" received enthusiastic approval and the screening of the CinemaScope DeLuxe Color attraction also met with hearty applause.

Among the top showmen at the "Best" meeting was Eugene Picker president of Loew's Theatres. Twentieth vice-president Charles Einfel greeted Picker and other exhibitors. Einfeld introduced members o 20th's advertising, publicity and exploitation departments as well a many representatives from top organizations tying in with "Best."

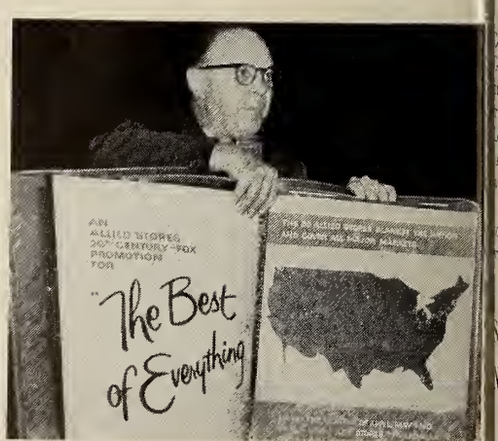
Adding glamor to the merchandising session is Virginia Steele, fashion editor of McCall's Magazine, which carries provocative "Best" ad in its current issue.

Leonard Forman, vice-president of Pocket Books, told the theatre men of plans to print an initial order of 5,000,000 paper-back editions of the Rona Jaffe best seller.

The authoress herself, Rona Jaffe, asked the exhibitors to "handle her baby with care." The young Miss Jaffe is about to complete her second novel.

Mitch Miller, Director of Artists and Repertoire for Columbia Records, told the meeting exciting plans for the Johnny Mathis recording of the title song from "Best." At left is Herald editor Martin Quigley, Jr.

Bob Evans, one of the stars of "Best," and an unusual salesman for a motion picture, described the filming of the Jean Negulesco-directed film. Evans is one of the fastest rising young actors in Hollywood.



Sam Cuff, promotion director for Allied Stores, gave details of the most elaborate department store promotion in 20th history. Newspaper ads, store windows and fashion promotions are all part of the Allied-"Best" campaign.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 62 NEW YORK, U.S.A., MONDAY, SEPTEMBER 28, 1959 TEN CENTS

Pressure of Newspapers On Film Ad Content Scored

'Herald' Round Table Session Discusses Value of P.A. Tours; Press Books; TV Aids; Small Theatre Merchandising

By VINCENT CANBY

(Picture on Page 7)

The increasing pressure being exerted by newspapers in approving or disapproving motion picture advertising, the value of personal appearance tours, and ways in which press books might be made more effective as a tool for the exhibitor—these were the three main topics discussed Friday morning in the general round table session which launched the third and last day of the Fall series of Merchandising Conferences sponsored by *Motion Picture Herald*.

With Martin Quigley, Jr., editor of *The Herald*, as moderator, the panel was comprised of the following distribution executives; Si Seadler, MGM Eastern advertising manager; Rodney Bush, 20th-Fox exploitation director; David L. Lipton, Universal, vice-president; Burt Sloane, United Artists publicity manager; Joseph Friedman, Paramount Pictures exploitation director, and Abe Goodman, Fox advertising director.

The round table session, which was held in the East Ballroom of the Hotel Astor, attracted more than 75 exhibitors and lasted for almost three hours. In addition to the topics al-

(*Continued on page 7*)

For 20th-Fox's "The Best" Conference See Page 6.

For Universal's "Pillow" Conference See Page 6.

List of Exhibitors Who Attended on Page 5.

The campaign and discussion on UA's "Odds Against Tomorrow," which was screened Friday morning, will be reported in Motion Picture Daily tomorrow.

Cite Cost

MPA Will Drop Sponsorship of 'Oscar' on Air

At Least 2 Companies Opposed to Continuance

Industry sponsorship of the Academy Awards telecast next spring appeared unlikely at the weekend as at least two Motion Picture Association member companies let it be known they had decided against putting up money another year.

The understanding has been that the vote of the companies for industry sponsorship of the "Oscar" telecast for another year had to be unanimous.

It was learned that three companies had agreed to go along for another year, and indications were these would do so on the unanimous basis only, that is, if the others voted affirmatively. Two companies are said to be flatly opposed to continuing and the others are doubtful. One veto is enough to kill it.

Opposition to continuing the sponsorship appears based mostly on its cost. That comes to about $600,000,

(*Continued on page 2*)

Cinerama Interests Are Sold by S-W

Cinerama, Inc., at the weekend announced the purchase of the worldwide Cinerama operation of Stanley Warner Corporation in production, distribution and exhibition with the exception of three theatres.

The negatives and prints of the five Cinerama presentations, "This Is Cinerama," "Cinerama Holiday,"

(*Continued on page 3*)

Magna To Be in Black For Current Fiscal Year

Magna Theatre Corp. will be in the black for the first time since its inception in the fiscal year to end Jan. 31, 1960, stockholders are told by A. E. Bollengier, vice-president and treasurer, in a letter accompanying the statement for the six months ended July 31.

Gains by the company are credited to "South Pacific," which had earned $11,200,000 in film rentals as of July 31. The net amount remaining from these earnings, after deducting all distribution expenses and print and advertising costs, was sufficient to pay in full the amounts borrowed and interest on them to finance production of the picture.

"Since July 31," Bollengier states, "'South Pacific' has earned an addi-

(*Continued on page 3*)

'Babette' Called Test Of Bardot's Durability

The new Brigitte Bardot film for Columbia Pictures release, "Babette Goes to War," is the one that will prove whether the famed French actress is "really a star or not," Raoul Levy, French producer of the picture, said at a press conference here at the weekend.

Here for discussions with Columbia home office executives on the worldwide release of "Babette," Levy

(*Continued on page 5*)

Strike Halts Detroit Newspapers Again

Special to THE DAILY

DETROIT, Sept. 27.—A strike by the Newspaper Mailer's union resulting from a jurisdictional dispute shut down Detroit newspapers at the week-

(*Continued on page 3*)

REVIEW:

Operation Petticoat

Granart—Universal

HOLLYWOOD, Sept. 27

THE YEAR 1959 will be remembered as a good vintage year for comedies with the newest, "Operation Petticoat," joining other films like "Pillow Talk," "Some Like It Hot," "It Started With a Kiss" and "But Not For Me" to reach the public's pocket through its funny bone. From its clever main title opening to the final fadeout, the laughs, surprises and action-packed humor don't let up for a moment.

The teaming of Cary Grant and Tony Curtis was a choice bit of casting. Grant plays the Navy skipper of a "wounded" submarine and Curtis is

(*Continued on page 3*)

Confirm 1-Year Extension of Anglo-U.S. Remittance Pact

From THE DAILY Bureau

LONDON, Sept. 27.—As predicted, the British Board of Trade on Friday confirmed that it has reached an agreement with the Motion Picture Export Association for a one-year extension, until Sept. 24, 1960, of the Anglo-U.S. film remittance pact.

Only minor changes were made in the pact, which provides for remittance of $17,000,000 of U.S. film earnings in Britain annually, plus one-third of the U.S. investment in production in Britain.

PERSONAL MENTION

A. SCHNEIDER, president of Columbia Pictures, has returned to New York following two weeks in Hollywood.

•

EDWARD L. HYMAN, vice- president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Des Moines from New York.

•

JANET HELENE KALMINE, daughter of HARRY M. KALMINE, vice-president and general manager of Stanley Warner Corp., was married in Rye, N. Y., on Friday to PAUL LAZARE, of New York and New City, N. Y.

•

ARTHUR FLORMAN, president of Florman & Babb, equipment dealers, will return to New York today from Hollywood.

•

ETHEL EDEL is in Cincinnati from New York today to promote "Pillow Talk" for Universal.

•

JACK DIAMOND, Universal's studio publicity director, returned to Hollywood over the weekend from New York.

•

EMANUEL FRISCH, treasurer of Randforce Amusement Corp., and MRS. FRISCH have announced the engagement of their daughter, SUSAN JUDITH, to ROGER FREDRIC BLOOM. Wedding will take place in the late spring.

•

MORT NATHANSON, United Artists director of international advertising-publicity, will leave Paris today for Switzerland.

•

ROBERT WISE, producer-director, arrived in New York over the weekend from Hollywood.

•

JAMES NEWCOM, who edited "Scent of Mystery" for MICHAEL TODD, Jr., returned to New York at the weekend from Spain.

Att: ALL THEATRES
...it's SCREEN TIME!
NATIONAL SCREEN'S BIG NEW PROMOTIONAL BUSINESS BUILDER
Your copy available at your NATIONAL SCREEN EXCHANGE

ACE Draws More Allied Support

Special to THE DAILY

DETROIT, Sept. 27. — The increasing divergence of opinion within high Allied States ranks over the American Congress of Exhibitors was emphasized again at the Allied T.O. of Michigan 40th annual convention here late last week.

Milton H. London, president of Michigan Allied, took occasion to tell the convention that he and the other three area representatives of ACE here harbor no doubts about the good intentions of the distributors in helping to revive industry conciliation and in their further negotiations to aid exhibitors through ACE.

A similar view was expressed a short while earlier by Edward W. Lider, president of Independent Exhibitors of New England, an Allied affiliate, and by Irving Dollinger of New Jersey Allied in addressing the I.E.N.E. convention at Plymouth, Mass., on Sept. 17.

Follow Myers' Criticism

All of the expressions were made after Allied chairman and general counsel Abram Myers had addressed the combined convention of the Allied units of West Virginia, Kentucky and Indiana at Cincinnati, questioning the effectiveness of ACE, suggesting that those behind it, with the distributors, were using merely to sidetrack Allied's "white paper" campaign, and advocating only a three months trial of the conciliation system.

Similar disillusionment with ACE was expressed at the same convention by such Allied stalwarts as Rube Shor, Bennie Berger and others. The convention did finally resolve to give conciliation a three months trial and if found wanting to instruct representatives of the three units to ask Allied to withdraw from ACE.

Added significance is seen in the Allied views in support of ACE in that they come from the new generation that is even now inheriting Allied leadership and direction, whereas the critical element to date consists of the organization's "old timers."

Called Presidential Material

It is interesting to note that both Lider and London have been named among likely prospects for Allied presidential material in the near future. Lider is national Allied's treasurer.

Michigan Allied's convention also voted to buy 100 shares in Motion Picture Investors after hearing J. Robert Hoff explain its aim. Hoff said that the response from other exhibitors in this area indicates a substantial Detroit investment in M.P.I.

Convention speakers included Ross Hunter, producer of "Pillow Talk" for Universal; Michigan senators Pat McNamara and Phil K. Hart, and Don R. Pears, speaker of the Michigan House and himself an exhibitor, and Detroit Corporation Counsel Nat H. Goldstick, who brought the greetings of Mayor Louis C. Miriani.

The equipment seminar at the convention heard Arthur Hitch, president of Strong Electric; Robert Sisson of Michigan Bell Telephone; Richard F. Kneisly of Kneisly Electric; Orville Wells of Theatre Equipment Co.; Lee Artoe of Electro Carbons, and William Crosby of National Carbon.

Artoe presented a trophy he had donated for the best business-building idea submitted to Jack Loeks, Grand Rapids exhibitor.

Griffing Denies Plan to Sell Liquor at Theatres

Special to THE DAILY

OKLAHOMA CITY, Sept. 27.—Henry S. Griffing, president of Video Independent Theatres, which conducted the pay TV experiment in Bartlesville two years ago, was revealed to be a general partner in Wines & Spirits of Oklahoma, a wholesale liquor firm formed recently after the state voted to permit the sale of liquor.

The disclosure was made in a brief filed with the state supreme court in connection with an action brought by a group of wholesalers against the alcoholic beverage control board.

The brief took occasion to deny a rumor that Video Theatres planned to open liquor stores in conjunction with its theatres.

Cincinnati Exhibitors Hear 20th-Fox Plans

Special to THE DAILY

CINCINNATI, Sept. 27.—Weldon Waters, branch manager, and J. E. Watson, local advertising manager for 20th Century-Fox, attended the regular weekly meeting of the greater Cincinnati exhibitors at the Cincinnati Club here.

Waters described the Spyros P. Skouras seminar recently held in New York and the new product to be offered exhibitors from now to Dec. 26. He also discussed plans for early 1960.

Watson described the plans for promotion, advertising and exploitation that have been prepared for the new product.

In Deal for 'David'

TORONTO, Sept. 27.—David Griesdorf, executive vice-president of Beaver Film Productions Limited here, has announced that a pre-production deal has been concluded with Ansa Produzione of Rome for "David and Goliath," currently being filmed in Italy, and produced by Domenic Salvi. Territory includes the Western Hemisphere, Great Britain, Australia, New Zealand, Norway, Sweden, Finland, Denmark and Japan.

'Oscar' Show

(*Continued from page* 1)

per year, and the companies contribute an additional $150,000 annually to the Academy's maintenance. Thus, for the two years the industry has sponsored the "Oscar" telecast, the cost has been $1,200,000, exclusive of the annual contribution to the Academy.

The feeling seems to be that neither the industry collectively nor the companies individually are getting anything like value received in public relations or other benefits from the outlay. Under prevailing economic conditions in the industry, that represents too much of a luxury, many believe.

Pact Expires Next Year

The Academy's three-year contract with NBC-TV for the Awards telecast expires next year. The Academy has been talking with all three networks about arrangements for carrying the ceremony after that. It is possible that it might be offered to all three as a public service or sustainer without cost to the industry and without commercial sponsorship in 1961.

Some have pointed out that organized baseball realizes considerable revenue on the telecasts and broadcasts of World Series games, but Hollywood puts out hundreds of thousands of dollars to put its "world series" on the air. Such as these are convinced that the industry could make a much better deal if it shopped around. The program last spring drew the highest Trendex rating ever.

Likely to Be offered Elsewhere

The MPAA companies hold an option on next year's TV and radio rights. Presumably, when it lapses, as now appears likely, it will be permitted to do, NBC will offer next year's awards ceremony to a commercial sponsor. Oldsmobile had sponsored it several years before the industry took over in 1957.

New NSS Publication Has Holiday Ideas

The second issue of "Screen Time," new publication of National Screen Service, has just been released. Dated November-December, it contains promotional ideas for holidays, including Election Day, Veterans Day, Thanksgiving, Christmas, and New Year's.

The new issue is 16 pages and color is used throughout.

Col. Dividend $1.06

The board of directors of Columbia Pictures has declared a regular quarterly dividend of $1.06¼ on the $4.25 cumulative preferred stock of the company payable Nov. 16, to stockholders of record Nov. 2.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Federal Court Dismisses 'Earth' Anti-Trust Suit

A $7,500,000 anti-trust action brought against virtually the whole motion picture industry by the producer and distributor of the film, "Salt of the Earth," was dismissed in Federal Court here Friday. Judge Sidney Sugarman dismissed Independent v. Loew's, et al, when plaintiff's counsel admitted in open court that plaintiffs refused to comply with court order. The order required plaintiffs' managing agent, Herbert Biberman to appear for examination before trial.

Myles J. Lane of Schwartz & Frohlich, former United States attorney, led the argument in behalf of the defendants. Associated with Lane were Georgiana Koenig and Bernard R. Sordin. Louis Kantor represented defendants Brewer, Francavilla and Walsh. Motion Picture Association was represented by Sidney Schreiber.

Cinerama Interests

(*Continued from page* 1)

"Seven Wonders of the World," "Search for Paradise" and "Cinerama—South Seas Adventure" become the property of Cinerama, Inc. It also acquires Stanley Warner's interests in domestic and overseas theatres now showing Cinerama productions.

Theatres playing Cinerama which will continue to be operated by Stanley Warner are its Boyd Theatre, Philadelphia, and the Capitol, Cincinnati, and the Palace, Chicago.

Hazard E. Reeves, president of Cinerama, Inc., announced that the company will immediately launch an exhibition program whereby Cinerama sound and projection equipment will be made available to theatres in the United States and foreign countries which have not yet seen the wide-screen process.

Cinerama, Inc., recently announced the acquisition of the rights to the best-selling novel, "The Lion," by Joseph Kessel. Negotiations for Cinerama, Inc.'s second story property for production are in the final stages, Reeves stated.

Sets Special Promotions For 'Fabian' in Cin.

Special to THE DAILY

CINCINNATI, Sept. 27.—J. E. Watson, local advertising manager for 20th Century-Fox, extended invitations to 100 college and high school paper editors, for an interview with "Fabian" at the Hotel Sheraton Gibson here Saturday morning. A prize was given for the best interview.

Demand for tickets to see "Fabian" Saturday evening at Cincinnati Castle Farm was so great a special matinee appearance was added.

Mrs. Laura Gillis Dies

PHILADELPHIA, Sept. 27.—Mrs. Laura Gillis, wife of Max Gillis, manager of the Philadelphia branch of United Artists, died here last week. She is also survived by two sons, Donald and Richard.

Operation Petticoat

CONTINUED FROM PAGE 1

his junior Supplies officer operating as a slick promoter in obtaining all the supplies and spare parts needed without regard for "procedures" to keep the World War II sub tub afloat for active duty.

The laughs grow louder as Curtis retrieves five stranded Army nurses from a Pacific Island target, causing Grant much concern in maintaining decorum between his shipmates and the female cargo. Joan O'Brien, Dina Merrill and Virginia Gregg take on important distaff assignments in the film, while Gene Evans and Arthur O'Connell round out the top co-starring spots to effect a completely enjoyable piece of entertainment.

Producer Robert Arthur can be credited with supervising the production of another big moneymaker for the industry.

Director Blake Edwards had a field day of fun in translating into hilarious action the smart, well-written screenplay by Stanley Shapiro and Maurice Richlin.

Drafted from a story by Paul King and Joseph Stone, the film is told in retrospect as Grant reviews his Navy log of events aboard the sub before turning over to Curtis the task of destroying her to make way for replacement by an atomic submarine.

In the final scene we discover Grant and Miss O'Brien, and Curtis and Miss Merrill have survived their exploits in the Pacific with happy marriages.

. . . And as the sun sets over the Pacific and the pink painted sub, (another episode in her life), makes her way to a final resting place the film ends on a note of happy experience. Photography is in Eastman Color. Running time, 124 minutes. General classification. Release, in December.

SAMUEL D. BERNS

Detroit Strike

(*Continued from page* 1)

end for the second time in a month and the fourth time in as many years.

A request made for a National Labor Relations Board hearing on the dispute indicated the shutdown might continue unless agreement is reached to resume work pending an N.L.R.B. hearing and decision.

Exhibitors in the metropolitan area reacted as they have on similar occasions before, by buying local radio time and placing a full page ad in "The Shopping News." Also, plans have been made to distribute 500,000 eight-page supplements during the next few days.

Detroit Exhibitors Aroused by TV Ads

Special to THE DAILY

DETROIT, Sept. 27. — Exhibitors here were aroused late last week when WJBK-TV (CBS) took full-page advertisements in all the papers advertising "The Great Academy Award Winning Paramount Picture 'Going My Way'." To make it worse they included advance billings for such as "Road to Morocco," "Two Years Before the Mast," "So Proudly We Hail," "For Whom the Bell Tolls," "Lives of a Bengal Lancer," and 20 other films.

Exhibitors took some satisfaction, however in the fact that only the *Detroit Fress Press* published Wednesday night hit the streets. At 4:00 A.M. Thursday a mailers' jurisdictional hassel caused picketing, and the rest of the force refused to cross the lines.

Exhibitors feel if the pictures, especially "My Way," had they been reissued to theatres at this time, would have netted a tidy revenue.

Magna Earnings

(*Continued from page* 1)

tional $2,000,000 in film rentals. Net proceeds from these latter earnings, after deducting the applicable distribution fees and expenses, will be more than sufficient to pay off the balance of $1,250,000 owing on the story rights." These profits, he adds, will put the company in the black for the current fiscal year and will asure its profits for at least the next two fiscal years.

Magna stockholders are also advised that "Oklahoma!" will be reissued domestically in the summer of 1960 to theatres presently equipped with Todd-AO but which did not have the process installed when the film was first released. In addition Magna has settled litigation with RKO Teleradio Pictures and recaptured distribution rights to "Oklahoma!" for most of the foreign territories. The company expects the reissue will at least reimburse it for investment in the property.

For the six months ended July 31 Magna had a net loss of $109,070. Income for the period was $4,872,369.

M-G-M, Mecca in Deal To Convert Empire

From THE DAILY Bureau

LONDON, Sept. 27.—An agreement has been reached in principle between M-G-M and Mecca, Ltd., for the sale to Mecca, dance hall operators, of M-G-M's Empire Theatre in Leicester Square, which would then be converted into a combination dance hall and luxury West End cinema.

Cost of the conversion project is expected to exceed £1,000,000 ($2,800,000). Starting time, however, will not be until the completion of the run "Ben-Hur" at the Empire, which starts in December. It is expected to run at least a year.

PEOPLE

Larry Hyatt, manager of the New Theatre, Baltimore, has been named by RF Theatres there to a newly-created post in which he will be in charge of group sales. His managerial position at the New Theatre will be taken over by **John Wittig,** formerly his assistant there.

□

Arthur J. Steele, executive vice-president of Cinema-Vue Corp., will leave shortly for the Orient to present the new Tom Puss cartoon series and other TV properties. He will visit Japan, Hong Kong, Bangkok and Australia.

□

Henry Perelman, veteran Philadelphia exhibitor, has taken over operation of the Ambassador Theatre there, continuing the art film policy of the house.

□

Lewis T. Rosso, executive production manager of Republic Studios and assistant secretary of Republic Productions, has tendered his resignation from the company.

S.E.C. Would Halt Sale Of Guild Films Stock

The Securities and Exchange Commission has filed suit in U. S. District Court here to restrain Guild Films, the Santa Monica (Cal.) Bank, the Bank of Inglewood (Cal.) and Hal Roach, Jr., from selling the commmon stock of Guild Films until such time as the latter's registration is on file with the S.E.C.

The action charges that since Sept. 18 defendants have been selling Guild Films stock through the mails and by other means, although Guild has filed no registration under the S.E.C. Acts of 1933.

Jaffe in Philadelphia On Current Sales Drive

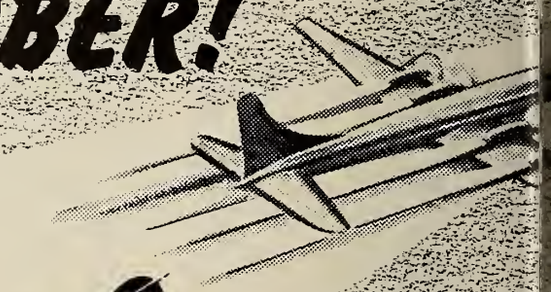
Special to THE DAILY

PHILADELPHIA, Sept. 27.—Leo Jaffe, first vice-president and treasurer of Columbia Pictures, arrives at the company's divisional headquarters here tomorrow in connection with the current "Salute to the President" sales drive. Jaffe is serving as captain of the drive team embracing the New England and Eastern Pennsylvania-Southern New Jersey divisions and his team is currently leading the five-team competition.

While here the Columbia executive will meet with division manager Harry Weiner and the rest of the local personnel on plans to insure consolidation of the team's pacemaking position in the drive honoring president Abe Schneider.

Flying High in Texas in OCTOBER!

Booked Solid by
INTERSTATE CIRCUIT
ROWLEY-UNITED THEATRES
HALL THEATRE CIRCUIT!



JET OVER THE ATLANTIC

MAJESTIC, SAN ANTONIO & PLAZA, EL PASO, OCT. 1st – MAJESTIC, DALLAS & PALACE, FT. WORTH, OCT. 8th – METROPOLITAN, HOUSTON & STATE, AUSTIN, OCT. 9th

"JET OVER THE ATLANTIC"

Starring
GUY MADISON · VIRGINIA MAYO · GEORGE RAFT · ILONA MASSEY
Co-starring GEORGE MACREADY · ANNA LEE · MARGARET LINDSAY · VENETIA STEVENSON
Featuring MARY ANDERSON · BRETT HALSEY · ARGENTINA BRUNETTI
Screenplay by IRVING H. COOPER · Directed by BYRON HASKIN · Produced by BENEDICT E. BOGEAUS
Released through INTER CONTINENT RELEASING ORGANIZATION
HOLLYWOOD, CALIFORNIA

BOOK
"JET OVER
THE ATLANTIC"
WOW
ugh the following
ER CONTINENT
LEASING
GANIZATION
SOCIATES,
ANY and BUFFALO
Max Westebbe
ANTA, CHARLOTTE,
KSONVILLE, KANSAS CITY,
MPHIS and ST. LOUIS
Howco Exchanges, Inc.
Gen. Mgr. Scott Lett
STON and NEW HAVEN
Edward Ruff Film Associates
Edward Ruff
CAGO, MILWAUKEE,
INEAPOLIS, DES MOINES-
AHA
Essanjay Films, Inc.
Irving S. Joseph
CINNATI
Screen Classics, Inc.
Edward Salzberg
LAS
Empire Pictures Distributing Co.
IVER
E G Film Distributor
Eugene Gerbase
ROIT and CLEVELAND
Sam Seplowin
IANAPOLIS
Howco Film Exchange, Inc.
Jessel Salzberg
ANGELES, SAN FRANCISCO,
TTLE-PORTLAND
Favorite Films of California, Inc.
N. P. Jacobs
ORLEANS
Howco Pictures of Louisiana, Inc.
L. V. Seicshnaydre
YORK
Realart Film Exchange
George J. Waldman
AHOMA CITY
Screen Guild Productions of
Oklahoma, Inc.
LADELPHIA
American International Film
Distributing Corp.
Edward Heiber
HINGTON, D. C.
American International
Picture Exchange
Jake Flax
ADA
Inter-World Theatrical
Distributors Corp.
Toronto
A. W. Perry

INTER CONTINENT
LEASING ORGANIZATION
Paramount Sunset Studios
456 North Bronson Avenue
Hollywood 28, California
HOllywood 2-6282

Exhibitors Who Attended 'Herald' Product Merchandising Conferences

MURRAY ALPER, *Randforce Amusement Corp.*
PAUL BAISE, *Walter Reade Theatres.*
SAM BENDHEIM, III, *Neighborhood Theatres, Inc.*, Richmond, Va.
IRVING BERNAN, *Randforce Co.*
RICHARD BERNER, *Interboro Circuit.*
GEORGE BIRKNER, *Stanley Warner*
LOU BROWN, *Loew's Theatres*, Boston.
MYRON BLANK, *Central States Theatres*, Des Moines, Ia.
RICHARD BRANDT, *Trans-Lux.*
EDWARD BRUNNER, *Loew's Valencia.*
HENRY CAPOGNA, *Butterfield Circuit.*
KEN CARTER, *Schine Theatres*, Richmond, Ky.
JOHN CASSIDY, *RKO Theatres.*
WILLIAM COPLEY, *Schine Circuit.*
J. DANIELS, *Stanley Warner.*
HARRY DAVEY, *Randforce Amusement Corp.*
BERNIE DIAMOND, *Schine Theatres.*
M. DORSO, *Walter Reade Theatres.*
EARL DOUGLASS, *Commonwealth Theatres*, Colombia, Mo.
DURWARD DUTY, *Shea Theatre*, Ashtabula, Ohio.
ERNEST EMERLING, *Loew's Theatres.*
SY EVANS, *Schine Circuit.*
HAROLD FIELD, *Pioneer Theatre Corp.*, Minneapolis.
JERRY FOWLER, *Schine Circuit.*
JACK FOXE, *Loew's Theatres*, Washington, D. C.
LEOPOLD FRIEDMAN, *Loew's Theatres.*
MARTIN FRIEDMAN, *AB-PT.*
MANNY FRISCH, *Randforce Amusement Corp.*
J. CLYDE FULLER, JR., *Loew's Theatres.*
BEN GEARY, *Schine Circuit*, Athens, Ohio.
MORTON GERBER, *District Theatres Corp.*, Washington, D. C.
ERWIN GOLD, *Randforce Amusement Corp.*
L. R. GOLDING, *Fabian Theatres.*
EDGAR GOTH, *Stanley Warner.*
CHARLES I. GRACE, *Randforce Amusement Corp.*
RUSS GRANT, *Loew's Theatres.*
HARRY GREENE, *Welworth Theatres.*
PAT J. GROSSO, *RKO Theatres.*
CHARLES HACKER, *Radio City Music Hall.*
PAUL HANNER, *Odeon Theatres*, Toronto, Canada.
LOU S. HART, *Schine Theatres*, Auburn, N. Y.
FRED HERKOWITZ, *RKO Theatres.*
BERNIE HICKEY, *Shea Theatres.*
ROBERT E. HOSSE, *Crescent Amusement*, Nashville.
DAVE JONES, *Kerasotes Theatres*, Springfield, Ill.
GEORGE KEMP, *Stanley Warner.*
FRANK V. KING, *Jamestown Amusement Co.*
HERMAN KOPF, *Schine Circuit.*
RAY LA BOUNTY, *Schine Circuit*, Salisbury, Md.
GEORGE LANGBART, *Randforce Amusement Corp.*
HOWARD LESSER, *Valley Theatre*, Spring Valley, N. Y.
DOUGLAS J. LIGHTNER, *Commonwealth Theatres*, Kansas City, Mo.
BLANCHE LIVINGSTON, *RKO Theatres.*
CLIFFORD LOTH, *Interboro Circuit, Inc.*
HARRY MANDEL, *RKO Theatres.*
MRS. EDITH BOLTE MARSHALL, *John C. Bolte Circuit.*
WILLARD MATTHEWS, *Comerford Circuit*, Scranton, Pa.
EDWARD MEADE, *Shea's Buffalo Theatre.*
CURTIS MEES, *Skouras Theatres.*
JACK MITCHELL, *Schine Theatres*, Glens Falls, N. Y.
EDWARD MOLTEN, *Stanley Warner*
SEYMOUR L. MORRIS, *Schine Circuit.*
BOB MOSEAN, Atlanta, Ga.
JOHN MURPHY, *Loew's Theatres.*
RICHARD OREAR, *Commonwealth Theatres*, Kansas City, Mo.
SPERIE P. PERAKOS, *Perakos Theatres*, New Britain, Conn.
EUGENE PICKER, *Loew's Theatres.*
JAMES V. PISAPIA, *Interboro Circuit.*
DARREL D. PRESNELL, *National Theatres*, Kansas City, Mo.
BOB RAPPAPORT, *RF Theatres.*
FAY S. REEDER, *National Theatres, Fox W. Coast Theatre*, Los Angeles.
SAMUEL RINZLER, *Randforce Amusement Corp.*
TOM RODGERS, *Trans-Lux Theatre.*
DONALD SCHINE, *Schine Circuit.*
SOL SCHWARTZ, *RKO Theatres.*
SAMUEL SELETSKY, *Smith Management Co.*, Boston.
JAMES SHANAHAN, *Loew's Theatres.*
BOB SHAPIRO, *N. Y. Paramount Theatre.*
GERALD SHEA, *Jamestown Amusement Co.*
HAROLD SLITER, *Schine Circuit*, Lexington, Ky.
RAYMOND E. SMITH, *Jamestown Amusement Company.*
WILBUR SNAPER, *David Snaper Theatres.*
DOROTHY SOLOMON, *Loew's Theatres.*
JAY SOLOMON, *Independent Theatres, Inc.*, Chattanooga, Tenn.
HENRY SPIEGEL, *American Broadcasting-Paramount Theatres.*
JOHN STANEK, *Branford Theatre.*
MIKE STERN, *Joseph Stern Theatres*, Chicago.
H. E. STUCKEY, *W. S. Butterfield Theatres*, Detroit.
MORTON THALHIMER, JR., *Neighborhood Theatres, Inc.*, Richmond.
JOSEPH TOLVE, *Skouras Theatres.*
E. C. TOMPKINS, *Crescent Amusement*, Nashville.
GEORGE TRILLING, *Fabian Theatres.*
H. H. UNTERFORT, *Schine Circuit*, Syracuse, N. Y.
JOE VLECK, *Fox Inter-Mountain Theatre*, Denver.
THOMAS WILLIAMS, *Schine Circuit.*
LEE WILLIS, *Schine Circuit.*

'Babette Test'

(*Continued from page* 1)

pointed out that Bardot became a sensation overnight because she created curiosity in one film. "However, the majority of moviegoers, the young teenagers, have never seen her," he said, because of "adults only" tags and limited release.

He believes that this situation will be remedied by "Babette," which will be given general release with no censorship problems or restrictions. Robert S. Ferguson, Columbia's national director of advertising, publicity and exploitation, noted that "Babette" would be released in this country early next year.

Marks Set in France

The film is already setting boxoffice records in its opening engagements in France, grossing some $70,000 in its first week in Paris. Levy said that this gross was achieved on an advertising bulget of $800 and opined, "You don't have to spend money to get publicity."

The French producer recently returned from a tour of Russia and India, where he screened "Babette" for the people and government officials there. While in Russia, he discussed the possibility of a co-producttion deal on "Marco Polo." If arrangements can be made, he will film in Russia, China and other locations in the Far East. But, he said, that will be about two years hence.

In the meantime, he will make at least four more films for Columbia after "Babette," as part of his production deal. Next picture will be the almost-completed "End of Innocence," starring Danielle Gaubert, a 15-year-old girl, whom he calls "the greatest find since Bardot."

Three More on Slate

Also on his slate are: "The Truth," to be directed by Henri Clouzot and scheduled to start production next April; "The Camp Followers"; and "The Sorga Story." He said that Columbia has pre-emptive rights on all his films.

Levy will remain in New York for two or three weeks before returning to Paris.

Correction

That gremlin that every now and then works havoc with the labors of the best intentioned printers switched captions on pictures in last Friday's MOTION PICTURE DAILY with the result that Jerome Pickman, Paramount advertising - publicity vice-president, was incorrectly identified as Robert S. Ferguson, Columbia's national director of advertising, publicity, exploitation, and vice-versa.

The DAILY offers its humble apologies to both for the occurrence of the inadvertent error.

I.A. Board Meet Set

The I.A.T.S.E. general executive board will hold its next regular meeting at the Hotel Carillon, Miami Beach, beginning Oct. 12, Richard F. Walsh, president, has announced.

MOTION PICTURE HERALD MERCHANDISING CONFERENCES

Maximum Exposure for 'Pillow'—It Sells Itself

By SHERWIN KANE

An exhibitor audience from all parts of the country and from Canada that had spent all of last Thursday in projection rooms viewing and discussing films and the promotion campaigns for them as part of Motion Picture Herald's Merchandising Conference, was delighted at the end of the day with the night time screening of Universal's "Pillow Talk."

That the exhibitors' delight was genuine was evident not only from their hearty laughter during the picture's two hours of running time and by their enthusiastic comments after but also by remaining for another hour and a half to hear the campaign for the Rock Hudson-Doris Day comedy described by Universal executives, and to make suggestions of their own for supplementing it.

Phil Gerard, Universal's Eastern publicity manager, described the extensive publicity campaign for the picture which will be released Oct. 15, noting that there are no "gimmicks" in the campaign.

"None are needed," he said. "We have the product in this one. So the basis of the campaign is to expose it to as many critics, editors and opinion makers as possible."

Wide Variety of Promotion

That is being done, Gerard made it clear, by numerous screenings, by publicity tours for all members of the cast to all parts of the country; through magazine features, press breaks of many types, column material and everything else available.

Charles Simonelli, Universal's Eastern director of advertising-publicity-exploitation, described much of the campaign for promotion of the picture on radio and television, where network shows in a great variety have been carrying and will continue to carry a variety of plugs for the film.

Jeff Livingston, Universal Eastern advertising manager, facetiously explained that his department is behind schedule with "Pillow Talk" ads "because we're not used to handling pictures like this—pictures without problems—no race question, no talking animals, no angles that make it good for adults and rule it out for children. This is just good entertainment for everyone. So we're late with the ads and you won't find many in the kit supplied you, even though it's one of the most comprehensive campaigns—and heaviest kits—we've ever had." He proceeded to show many of the magazine ads, and described many more to come.

Radio spot announcements were demonstrated.

Simonelli Outlines Drive

Simonelli reported Universal's participation in local cooperative advertising "is up 60 per cent on our recent releases." He said the national campaign on "Pillow Talk" won't detract from local advertising. In fact, he said, having committed the company to "hundreds of thousands of dollars" of national advertising "we can't walk away from local advertising" and jeopardize such an investment.

Herman Kass, exploitation manager, described many of the countless tie-ups and exploitation stunts planned for the picture, and Jack Diamond, studio publicity manager, related the production publicity that began with the start of shooting and even included a 17,000-mile tour by a member of the studio's own national newspaper service calling on editors and critics to inquire whether they are getting the material they want.

Talking about "Pillow Talk": left to right, Jeff Livingston, Universal Eastern advertising manager; David L. Lipton, vice-president; Charles Simonelli, Eastern advertising and publicity dept. manager; Phil Gerard, Eastern publicity manager; and Jack Diamond, studio publicity director.

National Ads, Merchandising Tie-ins Push 'The Best of Everything'

By JAMES D. IVERS

In a unique variation from the program procedure, Charles Einfeld, presenting the extensive campaign for "The Best of Everything," made the presentation before the screening of the picture. His theory he told the circuit executives and exhibitors who crowded the Fox screening room was that they could judge better the impact of the campaign by experiencing the same "want-to-see" that would impel their customers to come to the box office.

The experiment was a huge success. In an hour and half program—a show in itself—Einfeld and his staff presented their plans to blanket the country with "The Best of Everything," and the effect on the audience was obvious.

To start the picture, Einfeld introduced Ed Sullivan, publicity director who told of the wide campaign given the subject from the moment Jerry Wald bought the property in galley proof with the result that the title was widely known even before publication and the best-seller lists.

The Author a Speaker

Rona Jaffe, author of the book, spoke briefly and then Edward Feldman of the Fox publicity department told of the tie-up with Pocket Books, Inc. and introduced Leonard Forman, vice-president of that company who said, "We are betting 5,000,000 copies that the promotion will be a success." He told of the back-up promotions planned including window cards and displays and urged exhibitors to tie-in with their local book dealers when they date the picture, offering complete cooperation.

Also in the area of tie-ups Feldman introduced Robert Hirschberg, fashion advertising manager of *Harper's Bazaar* who told of an executive cooperative advertising section, appearing in the October issue.

Ira Tulipan of the Fox publicity department told of innumerable publicity breaks in national magazines on the picture and introduced Bob Evans, supporting star in the picture and himself a former advertising and promotion executive.

On the advertising side Abe Goodman, Fox director of advertising, related that the genesis of the campaign lay in the picture's potential identification with its audience. From this came the line, "You deserve The Best of Everything" keying the advertising. Newspaper ads, he said, have or will appear in off-the-amusement page spots, for instance on page 2 of the *New York Times* or alongside widely read columns.

Charles Schlaifer, head of the agency bearing his name, said the national magazine campaign, encompassing *Life, Look, Saturday Evening Post, McCall's, Glamour* and others totalling 46,000,000 in circulation, would take the form of simulated editorial copy facing in most cases the table of contents pages.

Campaigns in Key Cities

Rodney Bush, exploitation director, and Eddie Solomon of his department told of promotions already arranged with merchants in Denver and Chicago and urged exhibitors to use the obvious implications of the title to excite local merchants. Capping this part of the program Sam Cuff, promotion director for Allied Stores, outlined plans under which stores in his organization such as Stern's in New York will reach an estimated 14,000,000 customers with window displays and direct mail tie-ups featuring the title.

Martin Michel listed television and radio plugs planned or already achieved for the picture

Part of the enthusiastic audience at the Fox session of the Motion Picture Herald Merchandising Conference for "The Best of Everything" as they applauded Charles Einfeld, right, after the presentation of the campaign.

MOTION PICTURE HERALD MERCHANDISING CONFERENCES

Newspaper Pressure on Film Ad Content Hit

'Devil-and-Sea' Distributors' Problem Seen

(*Continued from page* 1)

ready mentioned, discussion also touched upon ways and means of increasing the effectiveness of merchandising in smaller situations and the possibility of those distributors who also have TV production interests in giving more plugs to their theatrical product via their TV shows.

Harry Greene, of Welworth Theatres, who proposed the topic of increasing newspaper pressure on the content of film ads, reported that in Minneapolis one newspaper was becoming increasingly selective, and more difficult to deal with. "They say," he said, "that the copy and the art work are getting too hot." But, he added, their decisions on what is or what isn't acceptable often seem arbitrary, and he pointed out that the newspaper in Minneapolis frequently rejects ads which are accepted by a newspaper in Des Moines, which is owned by the same publisher.

Seadler Cites Dilemma

MGM's Si Seadler commented on this by reporting that distributors often "are between the devil and the deep blue sea" because exhibitors blame the distributor's ad-publicity people when ads are rejected, but then the same exhibitors will come to him and ask that an ad campaign be "warmed up" a bit. This, he said, happened with MGM's "It Started with A Kiss."

Although Seadler said he wouldn't mention the name of the circuit involved in this matter, Harry Goldberg, of Stanley Warner, admitted that it was he who had made the request. "Often," said Goldberg, "ad campaigns are not 'on top' of what's in the picture." He complimented Universal on its current campaign on "Pillow Talk," which, he said, was a fine example of "describing a picture with sufficient emphasis on what is actually in it."

Emerling Tells of Difficulties

Ernest Emerling, of Loew's Theatres, said that the problem with the newspapers was made particularly difficult because no two papers ever seem to use the same yardstick in judging motion picture ads. He recommended that distributors have in their press books alternate ads to substitute—in some cases at the last minute—for ads which might be called questionable.

U.A.'s Burt Sloane, calling the situation a growing and continuing problem, pointed out that standards are applied to film advertising which are not applied to the advertising of other industries. "Perhaps," he suggested, "the answer is one of education, to try and tell the publisher about the particular problems in selling motion pictures, and to explore with him ways to avoid such things as having an ad or a whole campaign thrown out at the last minute."

Si Seadler, Loew's; Rodney Bush, 20th-Fox; David Lipton, Universal vice-president; Martin Quigley, Jr.; Burt Sloane, United Artists; Joseph Friedman, Paramount, and Abe Goodman, 20th-Fox, at the round table session of the Merchandising Conferences Friday.

Lipton Wary of Plan

"It's very difficult," said Universal's David Lipton, "to anticipate publishers' objections." Commenting on the suggestion that alternate ads be prepared so that a theatre man would never be caught empty handed if an ad is rejected at the last minute, Lipton said that once the newspaper knew that alternate ads were available, "they'll start throwing out even moderate ads."

"They aren't very courageous," he said, "and if there's the slightest chance of offending anybody, they'll want to take the easy way out."

20th-Fox's Rodney Bush described one of distribution's problems by noting that in its campaign on "Blue Denim," 20th-Fox had not been able to say exactly what the picture was about in its ads. Newspapers can use the word "rape" on page one, he said, but nobody would be able to use the same word in an ad. "Newspapers give in to pressure," he said. "Maybe we should start pressuring them."

Bush Disagrees

Bush did not go along with the suggestion of having alternate ad campaigns prepared. "Perhaps," he said, "we can have alternate copy in the press books, but the art work is usually in the clear."

Seadler pointed out that most press books have a variety of different ads anyway, although all of them are usually based on a single theme. He suggested that perhaps the need was in developing two different "themes" for the campaign on a single picture. Willard Matthews, of Commerford Circuit, seconded this idea.

After Fay Reeder, of National Theatres, described the "double standard" used in judging film ads by the Hearst papers in Los Angeles and San Francisco, Bob Rappaport of Baltimore said that he had always found that it was easier to change ad copy than the art work, and therefore asked that alternate art work be provided in the press books.

Paul Hanner, of Odeon Theatres, Toronto, asked the panel if something could not be done to get more personal appearance tours booked into some of the smaller cities and bigger towns, as opposed to the usual "key city" tours. In these smaller situations, he said, star tours really produce big news coverage, while in the larger, more sophisticated cities, they sometimes hardly cause a ripple of interest.

Journalists Invited

Universal's Dave Lipton answered by explaining the difficulties in getting stars to tour. "And when you get them to tour," he said, "they don't want to go to the small towns." To partially offset this difficulty, he said, Universal has had success in bringing in newspaper people from surrounding areas to whichever "key city" the star happens to be visiting.

Sam Bendheim, III, of Neighborhood Theatres, Richmond, reminded him that newspaper people are sometimes quite touchy about this arrangement, and many of the Richmond press people now refuse to go all the way to Washington for such promotion stories.

Lipton said he understood this problem and sympathized with it. He explained, however, that by hitting the so-called "key cities," stars can, via radio and TV, blanket an entire area with their promotional activities.

Goldberg Favors Tours

Harry Goldberg said he thought not enough attention was paid to the news-making potential of tours by new young stars and favorite featured players. He pointed to the obvious success of Warners' cross-country tour of young players on behalf of "The Young Philadelphians."

Mrs. Edith Bolte Marshall, of the John C. Bolte Circuit, the Bronx, asked that the distributors give some thought to the outlying theatres, not only for p.a. tours, but also as locations for previews. "Give them some excitement and glamor," she said. "It will pay off for the rest of the year."

Mrs. Marshall's remarks prompted moderator Quigley to note that the motion picture industry, whose fortunes so often depend on the tastes of the female public, does not "have nearly enough of the woman's viewpoint in merchandising." Mrs. Marshall followed that up by saying there should be a woman on the board of every distribution company.

Ways and means of local level selling also provided lively discussion. Sperie Perakos, Perakos Theatres, said he had built successful local campaigns by reducing the newspaper budget and putting the emphasis on radio.

Visits by Stars Called Vital to Local Areas

Blank Used Radio to Advantage

Myron Blank, of Central States Theatres, Des Moines, described the success which he had had using dialogue type of transcriptions for an intensive radio campaign in his seven-state area. "We can do a terrific job in this manner if we have the right tools." 20th-Fox's Bush pointed out that not all films can be sold in this manner. "Comedies are perhaps the best," he said.

Robert E. Hosse, of Crescent Amusements, Nashville, then outlined a special radio campaign which he has readied for Fox's "Hound Dog Man," making extensive use of a local, and very popular, disc jockey show.

Concluding discussion at the round table hit on the use of TV clips to excite interest in pictures (clips on background footage, not from the actual film), on the need for getting publicity from the distributor to the exhibitor far enough in advance of the playdate so as to do some good, and the more effective use of the companies' TV shows to sell their theatrical films. Apropos of the latter, Bush said that both the TV networks and sponsors "take a dim view" of this sort of promotion on the part of the film companies.

'New Cooperative Spirit'

In the closing of the round table discussion, Quigley noted with gratification "the new cooperative spirit" which is now evident among so many exhibitors and which is personified by the increasing practice of "cross-plugging" among exhibitors. A show of hands among the exhibitors present indicated that the majority of them now regularly cross-plug each other's attractions.

MIGHTY!

"THE WONDERFUL COUNTRY"

TECHNICOLOR ®

SOON!

Tom Lea's Bold And Powerful Novel Is Now On The Screen!

ROBERT MITCHUM · JULIE LONDON in "THE WONDERFUL COUNTRY"

TECHNICOLOR® • co-starring GARY MERRILL and PEDRO ARMENDARIZ • with Jack Oakie • Albert Dekker Charles McGraw • and introducing Leroy "Satchel" Paige • Music composed and conducted by Alex North • Screenplay by ROBERT ARDREY • From the novel by TOM LEA • Directed by ROBERT PARRISH • Produced by CHESTER ERSKINE • A D.R.M. Productions, Inc.

40th *Anniversary* / *1919-1959*

THRU UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 63 NEW YORK, U.S.A., TUESDAY, SEPTEMBER 29, 1959 TEN CENTS

EDITORIAL

'Herald' Forums

By Sherwin Kane

THE third series of Merchandising Conferences sponsored by "Motion Picture Herald," held in New York last Wednesday through Friday, were by far the most successful to date in point of both attendance and accomplishment.

This is not only a tribute to the "Herald" and the advertising-publicity directors of the national production-distribution companies who planned and staged the three days of product and merchandising forums, but also to the nearly 100 important exhibitors from all sections of U.S. and from Canada who participated.

These showed by their presence and their interest throughout the extended sessions that their primary concern is the basic one of attracting more patrons to their theatres.

If the theatres are to effect a sustained recovery they will do it not by waiting for the public to tire of indifferent television entertainment and visit the theatres out of boredom.

•

Exhibitors by their own efforts will have to convince the public that theatre screens nowadays offer entertainment the public cannot afford to miss, and by so doing induce them to forsake their miniscule living room screens for the superior, modern entertainment which awaits them in the theatres.

To accomplish this, showmen must know what they are selling, they must have new sales approaches to their patrons and to those whom they would convert into patrons, and they must be prepared to make the best use of all the sales aids that every producer-distributor creates for them.

These are the things for which the Herald Merchandising Conferences are designed. They not only provide the earnest exhibitor with the opportunity to examine the new product in the best possible conditions, but also to familiarize him with every facet of the selling campaigns created for that product and the stimulus to originate additional sales helps of his own and borrow those conceived by fellow exhibitors.

The fact that the number of exhibitors interested in availing themselves of opportunities such as these increases by leaps and bounds with each successive Herald Merchandising Conference, speaks well for the future of exhibition.

Lipton Speaks at 'Herald' Meetings

Growth of Inter-Trade Cooperation Is Cited

"The industry's No. 1 public relations accomplishment is and will continue to be sending a patron out of the theatre happy and satisfied for having seen a good picture and, therefore, eager to tell others about it and to return another day."

This is the message which David Lipton, Universal advertising-publicity vice-president, gave to exhibitors at the *Motion Picture Herald* Merchandising Conference session at the Universal home office last Thursday night.

For UA's "Tomorrow" Conference See Page 6.

Lipton said his maxim applies to "any company's good pictures," but naturally he had in mind Universal's "Pillow Talk," which was the Conference subject at the time. He said the Rock Hudson-Doris Day starrer is an apt example of what he had in mind. "It has a superior entertainment quotient and, at a time when the public

(*Continued on page* 6)

Legion Lauds Family Policy of Theatre

Special to THE DAILY

FALL RIVER, Mass., Sept. 28.—A Fall River theatre owner has been commended by the National Legion of Decency for his policy of showing only those films rated by the Legion as suitable for family viewing. Norman Zalkind, president of the Strand

(*Continued on page* 4)

Producer-Promoter Good for Business

It is a healthful and a happy thing for the industry to have the creative people who make motion pictures get out on the road with their distributor and participate actively in their promotion, Robert Wise, director of United Artists' "Odds Against Tomorrow" said yesterday.

Relaxing at lunch with the press,

(*Continued on page* 2)

National Screen's 40th Year To Be 'Tribute to Trailers'

(Picture on Page 3)

A "Once-In-A-Lifetime Tribute to Trailers" will be the focal point for National Screen Service's 40th anniversary celebration beginning Oct. 15, the service company's birthday, and extending through Thanksgiving Day.

This was revealed by Herman Robbins, president and board chairman of National Screen Service, at a trade press luncheon at 21 Club here yesterday. The six-week celebration will be highlighted by a series of special events in which all segments of the industry will be invited to participate in emphasizing the importance of trailers to the theatre operation.

Herman Robbins

"For four decades," Robbins stated, "trailers have been a most valuable asset to theatre attendance by motivating patronage. We know this from objective and intensive scientific research—research conducted by independent, recognized and authoritative statistical analysts in behalf of exhibitor and distributor sources unaffiliated with National Screen."

The National Screen Service chief executive continued, "Despite the

(*Continued on page* 3)

In Doubt

Chance Seen to Keep 'Oscar' Air Programs

A Company Shifts Stand; Try to Persuade Other

A new prospect that Motion Picture Assn. member companies may sponsor the Academy Awards telecast next spring arose over the weekend when one of the two companies which had voted against it at the MPAA board meeting last Thursday changed its stand and agreed to share in the costs of sponsoring the annual ceremony in order to keep it free of commercial sponsorship for another year.

It is understood that a delegation of Academy of Motion Picture Arts & Sciences officials and MPAA directors called upon top officials of Warner Bros., the company which has reversed its stand, and succeeded in persuading them to go along with

(*Continued on page* 5)

Fox Adds 19 Local Ad-Publicity Heads

Twentieth Century-Fox is adding to its field exploitation force 19 regional advertising-publicity managers so that each of the company's 38 branches will have one, it was announced yesterday by Charles Einfeld, vice-president.

Fox already has 19 regional ad-pub heads and the 19 additional will give

(*Continued on page* 4)

Predict $9,000,000 Gross for UA-TV

In a "progress forecast"—as contrasted with a "progress report," Bruce Eells, executive vice-president of United Artists Television, estimated that the brand new company, now on the market with three of its first five

(*Continued on page* 4)

TELEVISION TODAY—page 5

PERSONAL MENTION

JOSEPH E. LEVINE, president of Embassy Pictures, arrived in Rome yesterday from New York to set up a production unit and start casting for a third "Hercules" film.

•

ED R. SVIGLIA, vice-president in charge of sales for Trans-Lux Distributing Corp., has returned to New York from Europe, where he looked over several new film properties for acquisition by his company.

•

JESSE CHINICH, Buena Vista Western division sales manager, has left New York for a series of exhibitor meetings in Salt Lake City and Denver.

•

TOM COLEMAN, veteran exhibitor of Anniston, Ala., has returned there from Atlanta.

•

MRS. WILLIAM LEE, co-owner with her husband of the Family Drive-In Theatre, Keystone Heights, Fla., has left New York by ship for a tour of Europe.

•

MRS. LOUIS BROOKS, of the accounting department, Capital Releasing Corp., Atlanta, has left there for a vacation in Kentucky.

Set Md. Speakers

BALTIMORE, Sept. 28.—Albert M. Pickus, chairman of the executive committee of the Theatre Owners of America, will be keynote speaker at the first fall convention of the Maryland Theatre Owners Association, at the Hotel Emerson in Baltimore on Wednesday, Oct. 14, John G. Broumas, president, announced. Pickus will report on the state of the industry and the program of TOA. E. LaMar Sarra of Jacksonville, Fla., executive of Florida State Theatres and co-chairman of national TOA's committee on state and local legislation, will also be among the guest speakers.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
"THE FBI STORY"
Starring JAMES STEWART
VERA MILES
A WARNER BROS. Picture in TECHNICOLOR®
and GALA NEW STAGE SPECTACLE

Producer-Promoter

(*Continued from page* 1)

the producer-director recalled the events of his just completed seven-city tour on behalf of the Harry Belafonte picture. He said he had participated in at least a dozen television shows and been the principal in 30 or more radio interviews, in addition to press interviews and luncheon engagements. It was a new and rewarding experience for him.

Wise, who learned production as a cutter and went on to direct such pictures as "Helen Troy," "Somebody Up There Likes Me" and "Run Silent, Run deep," sees the lines of function narrowing between the old definitions of producer and director. Actually the creative person who makes the picture is both producer and director, he said, and the new place of the independent in the field is emphasizing that. Regretting that new talent is not being trained, he supposed that television will have to become the training ground for new writers and directors of motion pictures.

'West Side Story' Next

His next, for the Mirisch Company and also for UA release, will be "The West Side Story," to be done in color and in one of the newer wide screen processes. Wise shot "Odds" entirely in New York, using New York production facilities, for which he had high praise. But that, he said, was because the story had a New York background and it was far less expensive to shoot it here entirely rather than bring a Hollywood based production here on location. "West Side," on the other hand, will be made principally in Hollywood.

Praising New York's technical facilities, he remarked that the motion picture business has a "lingua franca" of its own. "A good director, a good cameraman, or a good editor is good in Hollywood, Rome, New York, or Timbuktu," he said.

Fox Florida Meet Today

JACKSONVILLE, Sept. 28.—More than 100 theatre owners and managers have stated their intention to attend the one-day exhibitors meeting of 20th Century-Fox which will be held here tomorrow at the Hotel Roosevelt under the direction of Thomas P. Tidwell, Florida branch manager for the company. Principal speaker will be Glenn Norris, representing Alex Harrison, general sales manager of the company.

'Melephant' to Bow

"The Boy Who Owned A Melephant," 20-minute featurette in Eastman Color being distributed by Universal-International and featuring Tallulah Bankhead as the narrator, will have its world premiere at the RKO Palace Theatre here on Tuesday evening, Oct. 6 on the same program as U-I's "Pillow Talk."

Strike Halts Production At M-G-M British Studio

From THE DAILY Bureau

LONDON, Sept. 28.—Production of four pictures underway at Metro-Goldwyn-Mayer's Boreham Wood Studios was halted by a sudden strike of 200 members of the National Assn. of Theatrical and Kine Employees and Electrical Trades Union. The technicians walked out in a dispute over night work rates on the King Brothers' film "Gorgo."

Studio and union managements are meeting today in an attempt to resolve differences.

Detroit News Strike Temporarily Halted

Special to THE DAILY

DETROIT, Sept. 28. — The strike by the Newspaper Mailer's union which shut down local newspapers late last week has been temporarily halted by an injunction granted by Federal Judge Theodore Levin. The judge acted on a petition from Thomas Roumelle, regional director of the National Labor Relations Board, forbidding the strike at least until 6:00 P.M. Wednesday.

The strike, called over a jurisdictional dispute, forced theatre exhibitors to buy local radio time and place ads in "The Shopping News." Some Sunday newspapers appeared piecemeal, that is some news, some comics, etc.

Services Today for Mrs. Herman Schleier

Funeral services will be held today for Mrs. Bessie Schleier, wife of Herman Schleier, business manager of Independent Film Journal, at Forest Park Chapel, Forest Hills, Queens. Mrs. Schleier died yesterday following a lengthy illness.

Surviving in addition to the husband, are a daughter, Jean, and a son, Stanley.

6 for Films Around

Films Around the World, Inc., has acquired U.S. distribution of six new European films, it is announced by president Irvin Shapiro, now en route here from London, after a two-month tour of European film centers. Product purchased includes "Virgin Island" (British); "Lucky to Be a Woman" (Italian); a German pair, "The Rest Is Silence" and "Dirty Angels"; two French films, "Christine," and "Hold Tight for the Satellite."

Richard Johnson, 67

JACKSONVILLE, Sept. 28.—Richard Johnson, 67, veteran projectionist, formerly of West Palm Beach, died at a rest home here following a long illness.

'Beach' Will Bow at Remodeled Astor Here

Stanley Kramer's "On the Beach" will have its New York premiere Dec. 17 at the Astor Theatre, which closed Sunday night for a complete $800,000 stage-to-marquee renovation, it was nounced yesterday by William J. Heineman, vice-president of United Artists, operator of the theatre.

Renovation began yesterday from plans drawn by John J. McNamara, theatrical architect. The project involves major structural changes to the building. A completely new proscenium will be installed to accommodate a new wall-to-wall screen, new projection and sound equipment for 70mm as well as 35mm film will be installed. Changes will also be made in the lobby, marquee and front, which will have a bronze and marble motif.

N. Y. Visitors Bureau Award Goes to Goldwyn

Samuel Goldwyn received yesterday from the New York Convention and Visitors Bureau its distinguished award of merit at a luncheon at the Four Seasons Restaurant.

In making the presentation, Joseph P. Binn, president, said that the award was "in recognition of his long and distinguished leadership in the motion picture industry and for the contribution so many of his motion pictures have made to the entertainment of New York City visitors—in particular, his latest masterpiece, 'Porgy and Bess,' which had its world premiere in New York and added considerable impact to the 1959 New York Is A Summer Festival Program."

Louisiana Bow Slated For 'Hound Dog Man'

Jerry Wald's "Hound Dog Man" will have its debut at the Paramount Theatre in Monroe, Louisiana, it was announced at the weekend by 20th Century-Fox general sales manager Alex Harrison.

At the request of Monroe's mayor W. L. Howard and in cooperation with local radio and television stations and newspapers, the CinemaScope production's bow was set. Monroe, heart of the country in which "Hound Dog Man" backgrounds are set, will put on a gala, invitational premiere for the Oct. 27 opening of the film.

Disney, M-G-M Renew

Walt Disney Productions has announced closing of a deal whereby M-G-M, International, Inc., will continue to distribute the Disney product in the territories of Australia, New Zealand, Philippines, Taiwan, Peru and Puerto Rico.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

TENT TALK

Variety Club News

CLEVELAND—The ladies of the local Variety Club auxiliary on Wednesday will hold a farewell luncheon for Mrs. Norman Weitman at the Virginian, Shaker Heights. The Weitmans came to Cleveland just a year ago from Albany, N. Y., when Norman Weitman was appointed manager of the Cleveland Universal branch. They now are moving to Philadelphia, following Weitman's resignation from Universal and his appointment as district manager for Lopert Films in the Quaker City.

△

BALTIMORE—The Baltimore Advertising Club tomorrow will honor the Baltimore Variety Club by designating its weekly meeting as a "Big Kickoff Luncheon" at the Emerson Hotel. The event is planned to boost the Variety Bowl Football Game in Memorial Stadium on the night of Nov. 7, when Navy will play the University of Maryland, with proceeds going to Variety's Heart Fund.

Set Five Christmas Openings for 'Porgy'

Samuel Goldwyn and executives of Columbia Pictures yesterday set five additional road show engagements of the producer's "Porgy and Bess" for Christmas premieres, making a total of 17 nation-wide openings of the film. Set were Yuletide openings in Indianapolis, Louisville, Salt Lake City, Miami and Denver. Scheduled for premieres in the coming weeks are Cincinnati, Detroit, Philadelphia, Washington, Baltimore and Cleveland.

"Porgy and Bess" is now in its 14th week at the Warner Theatre here, with seats on sale for the next 16 weeks.

'Samson,' Macy Tie-In

Cecil B. DeMille's "Samson and Delilah," which opens in more than 100 theatres in the New York-New Jersey area Wednesday, will be backed by a cooperative effort on the part of Paramount Pictures and the R. H. Macy Company. Highlight of the promotion is a full-page Macy's ad titled "This story started in 1000 B.C.," which will run in every New York newspaper. Spotlighting Samson carrying out one of his fabled feats of strength, the ad will break in all afternoon papers today, and will follow in all morning papers the next day.

NSS Birthday

(*Continued from page* 1)

widespread use of trailers, the industry is inclined to take them for granted. Perhaps the very effectiveness of trailers, clearly demonstrated by such imposing polls as those conducted by Sindlinger, the Opinion Research Corp. of Princeton, and National Theatres' own survey, is the reason they are taken for granted.

"The very thing that we are setting about to do in this tribute is to put in motion, activity that will make the industry take time out to reflect on the importance of trailers. That is our singular purpose—and one which we believe is of great importance," he said.

Urges 'Pause for Inventory'

Robbins emphasized that "it is very healthy once in a while to pause and take inventory and, if warranted, redevelop an appreciation for those important things we take for granted."

It was disclosed that the theme for the "Once-In-A-Lifetime Tribute to Trailers" was suggested by an exhibition source and, coinciding with National Screen's 40th anniversary, was adopted as the celebration format. The company was not anxious, Robbins pointed out, to observe a milestone anniversary with either a sales drive, a glorification of executive personnel, a nostalgic reflection of four decades or a means of self-congratulation to extol company services.

In this connection, the N.S.S. president pointed instead to the Prize Baby's policy of selling the value of all trailers "whether distributed by National Screen or not," citing the company's recent ad on "Hercules," a Warner release and one for which National Screen did not distribute the trailer.

Pledges from Top Circuits

Many leading theatre circuits, it was indicated, have already given assurance that their theatres and personnel will participate in the best showmanship fashion in this "Once-In-A-Lifetime Tribute to Trailers." One circuit operator has already suggested that it will salute trailers, a star box office performer, from its marquees; another that it will receive trailers at its theatres like royalty using the red carpet treatment; and still another exhibitor stated that he is going to have his trailers delivered by armored car in order to symbolize the value of trailers to the theatre box office.

"We are quite excited and if early indications lead to what we believe will come—with help from the trade press—we are going to implement our anniversary celebration with a contest tying in this tribute to trailers in which exhibitors and theatre managers may win substantial cash prizes," he concluded.

Herman Robbins and Louis Nizer at the NSS "21" Club luncheon yesterday.

In addition to Louis Nizer, general counsel for the company, members of the board of directors in attendance were Frank J. C. Weinberg, senior vice-president and son of one of the founders of the company; and his brother-in-law, Andrew Loebl; Burton E. Robbins, vice-president in charge of sales; Robert L. Gruen, vice-president and son of one of the founders; Jack G. Leo, a former executive vice-president and treasurer of Fox Film Corp., and Joseph A. Wolfe, treasurer.

Six-Week Celebration

Robbins indicated the anniversary celebration would continue for six weeks, its basic objective being the underscoring of the value of trailers to motion picture operations and particularly the part they play in theatre ticket sales. He made it clear the entire industry may take part in it if only by taking time out to reflect on the importance of trailers in day by day operations, instead of taking them for granted, as many do.

Gran Moves Offices

MILWAUKEE, Sept. 28. — The L. F. Gran Management Co. of this city has moved to Washington Road. Harold Janecky will operate the Tower and Oriental theatres from the old Gran address at 2230 North Farewell.

'Gates' Big $10,165

"Five Gates to Hell," 20th Century-Fox release opened to a "big" $10,165 for the three-day weekend at the Center Theatre in Buffalo, according to a theatre announcement yesterday.

PEOPLE

Samuel Pinanski, president of American Theatres Corp., Boston, has been reelected chairman of the board of Lowell Technological Institute, Lowell, Mass. He is an alumnus of the Institute.

□

Kay Porter, owner of the Temple and Brooklyn theatres, Perry, Fla., has been elected mayor of that community.

□

I. J. Schmertz, who has been living in Florida since his retirement two years ago as Cleveland branch manager for 20th Century-Fox and who is returning to the Ohio city to help out in the company's current sales drive, will be guest of honor at a "welcome back luncheon" to be held there Thursday in the Theatrical Grill. The welcoming committee consists of Nate Schultz of Allied Artists, M. B. Horwitz of the Washington Circuit and Marshall Fine, substituting for his father, Meyer Fine, head of Associated Circuit, who is out of town.

□

Robert Gates, manager of the RKO Grand Theatre, Columbus, O., won the first prize of $50 in a national concessions sales contest conducted by RKO Theatres, exclusive of the circuit's New York houses. Gates scored his victory during the run of "Hercules."

□

Neocca Talbert has been added to the Atlanta booking department of Martin Theatres.

□

Eve Siegel on Oct. 1 will move her New York public relations office to 35 West 53rd St.

Funeral Today for Maurice Safner, 65

Special to THE DAILY

BOSTON, Sept. 28. — Funeral services will be held tomorrow at Levine's Chapel, Brookline, for Maurice Safner, 65, of the Route 44 Drive-In, Smithfield, R. I. and the Lafayette Theatre, Central Falls, R. I.

A pioneer exhibitor, he owned several theatres in the Woonsocket area at one time. He died suddenly at his Woonsocket home early this morning. Besides his widow, he is survived by a son, Mel Safner of Ruff Film Distributors, a daughter, Mrs. Lenore Stoneberg, and several grandchildren.

THE GEVAERT CO. OF AMERICA, INC.
GEVAERT
Photographic materials of extraordinary quality for over half a century
Sales Offices and Warehouses at
321 West 54th Street, New York 19, New York
6601 N. Lincoln Ave., Lincolnwood, Ill. (Chicago)
6370 Santa Monica Blvd., Los Angeles 38, California
1355 Conant Street, Dallas 7, Texas
1925 Blake St., Denver 2, Colorado
A Complete Line of Professional Cine Films

National Pre-Selling

"THE F.B.I. Story," the Warner Bros. film tracing the development of the nation's chief law-enforcement agency from its beginning in 1924 to its present pinnacle of fame, has been selected by "Argosy" magazine as the picture of the month for October. It stars James Stewart and opened at Radio City Music Hall last Thursday.

•

The front color cover of "Pictorial Review's" Dec. 7 issue will be devoted to "Solomon and Sheba." Jacques Kapralik, "Pictorial's" caricaturist, is preparing a painting spotlighting the stars, Yul Brynner, Gina Lollobrigida, George Sanders and Marisa Pavan, of this U.A. film.

•

There are two interesting articles about Charlie Chaplin and Oona O'Neill Chaplin appearing in the Sept. issue of "Redbook."

The one written by Thomas B. Morgan explores Chaplin's career in motion pictures; the other one was written by Agnes Boulton, mother of Mrs. Chaplin.

The two Chaplin films which are being re-issued nationally by Lopert Films are "The Gold Rush" and "Modern Times."

•

"They Came To Cordura," the Columbia film which asks that exciting question—what makes a man a hero?—receives an upbeat review in the September issue of "Seventeen."

•

A striking ad on "The Best of Everything," produced in CinemaScope and De Luxe color, appears on the table of contents page of "Look's" Sept. 29 issue.

•

Kingsley Amis devoted two columns in the October issue of "Esquire" to a review of Charlie Chaplin's "Modern Times." According to Amis, this Lopert release is one of Chaplin's finest films.

•

Vincent Price has written an informative article on the subject of children's reactions to horror films, which appears in the Sept. 20 issue of "The American Weekly." Price contends that such films as "The Tingler" act as a release from pent up tensions.

WALTER HAAS

For over 40 Years Service and Quality has been Our Tradition.

Showmen all over America know they will get the best when they order

FILMACK SPECIAL TRAILERS

NEW YORK 630 Ninth Avenue

1327 S. Wabash Ave., Chicago 5, Ill.

REVIEW:

Five Gates to Hell

20th Century-Fox—CinemaScope

HOLLYWOOD, Sept. 28

SEVEN RED CROSS nurses and a nun, kidnaped from a field hospital by a barbaric Viet-Nam war lord and his female-hungry guerilla fighters, during the French Indo-Chinese War, provide the fulcrum for this action-packed drama. James Clavell, who wrote the unusual screenplay, reaches a new plateau in his picture-making career, with a commendable debut as producer and director as well of this film.

Neville Brand is exciting in his depiction of the ruthless guerilla leader, who selects Dolores Michaels to submit to him indicating later he was developing a sense of love for her. The eight women, held captive in the war lord's fortress, (which is protected by five huge gates, source of the film's title), reason their lot in life as women, and plan to use their sex as a route to salvation and escape from their captors. Their frank discussions put this film into the strictly adult class, and establish it as a daring subject for the screen.

Clavell's script and direction add a notch of suspense to the situations when the women, using their feminine charm to outwit their abductors, find an opportunity to escape the fortress. Ken Scott and John Morley, doctors romantically involved with two of the nurses, brought to the fortress at gunpoint to save Brand's ailing chief, die in their attempt to escape with the nurses.

The women, a unique combination of American, British, German, Japanese, French and Eurasian backgrounds, lend the film an international flavor, which should find important world-wide returns. Patricia Owens, Nobu McCarthy and Irish McCalla, who plays the troubled but self-sacrificing nun, are among the group that turn in impressive performances.

Of the women, most of whom die after using tommy guns to kill the pursuing Brand and his men, Miss Michaels, surviving the climax tells the wounded Patricia Owens she knows she will bear Brand's child.

Paul Dunlap's music score and Sam Leavitt's camera work help immeasurably to bring Clavell's newly exposed talents into focus with a production of quality and importance.

Running time, 107 minutes. Adult classification. Release, in October.

SAMUEL D. BERNS

Goldwyn's $80,000 Spurs MPPC Kickoff

From THE DAILY Bureau

HOLLYWOOD, Sept. 28.—Sparked by producer Samuel Goldwyn's $80,000 contribution, Motion Picture Permanent Charities kicks off its 19th annual campaign in the studios and allied industries today with its goal the bettering of the $1,132,770 raised a year ago. Said Goldwyn:

"The Permanent Charities Committee represents the heart of the motion picture industry. We have demonstrated in the past that that heart is a big and generous one—and it is up to everyone in the industry to prove in the forthcoming campaign that when it comes to generous, charitable giving, there is truly no business like show business."

'Tingler' Big in S. F.

"The Tingler," a William Castle Production for Columbia release rolled up a huge $19,200 in its first five days at the Golden Gate Theatre in San Francisco, Columbia reported here. The gross was almost 40 per cent bigger than that registered by Castle's "House on Haunted Hill" at the same theatre.

Legion Lauds Policy

(*Continued from page* 1)

Theatre, was praised for his policy in a letter from Msgr. Thomas F. Little, executive secretary of the legion.

Msgr. Little wrote: "It is to be hoped that this singular action will act as an inspiration to many other exhibitors throughout the country to a recognition of their moral responsibility to the theatre-going public."

Zalkind announced last June that the Strand would exhibit only films rated by the legion as A-1 (morally unobjectionable for general patronage) or A-2 (morally unobjectionable for adults and adolescents).

Msgr. Little told Zalkind in his letter that "this endeavor on your part to create a 'family' theatre is worthy of the highest commendation."

Logan Buys Hart Story

HOLLYWOOD, Sept. 28. — Moss Hart's new autobiography, "Act One," has been purchased by Joshua Logan's Mansfield Productions to be made as a motion picture for Warner Brothers release.

Logan, who will also direct "Act One," is currently completing the film version of the Lindsay Crouse stage hit, "Tall Story," another WB release.

UA-TV Gross

(*Continued from page* 1)

series, will show a sales total of $9 000,000 for the 12-month period en ing in March, 1960.

Meeting the press in the co pany's new offices yesterday, Eel proudly reported that in addition t the network deals for "The Denn O'Keefe Show," bought by Oldsm bile, and "The Troubleshooters" sta ring Keenan Wynn and Bob Mathia bought by Philip Morris, syndicatio sales for "The Vikings" series hav reached $750,000. The network sal brought $3,600,000.

Preparing Two Other Shows

The remaining $4,500,000 est mated for the year, will come fro sales of "Hudson's Bay," starrin Barry Nelson and George Tobias, an "Miami Undercover," starring Le Bowman and Rocky Graziano. Thes will be ready for sales in mid-No vember. Syndicate sales are present ly planned for both but if eithe should be sold to a network, one o four other series now in work wil be thrown open to syndicate sales Eells said.

The television executive was elate at the success of the syndicate sale on "Tales of the Vikings" which h said reached the $750,000 tota through sales in over 60 markets t such sponsors as Armour, Royal Castl Restaurants, Gordon's Bread, Pept Bismol, Bristol-Myers Bufferin, Mr Clean, Ballantine Beer and others.

Fox Adds 19

(*Continued from page* 1)

it the "largest group of field men i the industry's history," Einfeld said

He explained that the move resulte from the national sales meeting held earlier this month by Fox in New York the first such meeting held under the local autonomy system devised by president Spyros P. Skouras. Local autonomy has been so successful that plans were set to extend exhibitor service even further.

At present, several of the ad-pub managers divide their time betweeen two branches. In the future, it was stated, exhibitors in every situation in the United States will be able to call upon the services of a 20th regional ad-pub man who will be available within a comparatively short radius.

"This is only part of our expanding program of service to exhibitors," Einfeld stated. "In making this revolutionary move, Mr. Skouras and Mr. Harrison are settting a standard of efficiency of operation and performance which other companies may try to emulate. But we intend to be at least one step ahead of any competition at all times."

'Best' in 2 Theatres

Negotiations were completed yesterday for 20th Century-Fox's "The Best of Everything" to open Oct. 9 at the Trans-Lux Normandie Theatre here where the Jerry Wald production will play concurrently with the New York Paramount.

REVIEW:

Yesterday's Enemy

Columbia—Hammer

TIGHT DIRECTION AND acting, as well as a sharply written script give this British war picture suspense and interest. A Hammer venture outside the field of horror and mystery for which they recently have been noted, it shows the production care and polish which have become the hallmark of productions by Michael and James Carreras.

It tells with realism and perception of a platoon of British soldiers cut off from the main body of troops and trying to fight their way to safety through the Japanese lines in the jungles of Burma. Etched in sharp and dramatic conflict are the characters of the young and tough captain who has succeeded to command, played by Stanley Baker; Gordon Jackson, a professional soldier who does not question Baker's decisions; Guy Rolfe, a middle aged and kindly chaplain; and Leo McKern, a solid and outspoken war correspondent.

At the point of exhaustion, the column comes upon a Burmese village occupied by a Japanese colonel rendezvousing with an informer. Baker and his men in a short bitter battle kill the Japanese officer and his men and capture the informer. From then on the conflict builds between Baker whose fierce courage, knowledge of the country and the enemy, and professional training lead him to extreme measures like torturing the informer, killing civilians and abandoning the wounded, and Rolfe and McKern who are horrified yet fascinated.

How Baker adheres to his principles even in the face of defeat and capture by a Japanese column, commanded by Philip Ahn and how each of the men including Rolfe, McKern and Richard Pasco, who portrays a weak and terrified second lieutenant, come to die heroes in spite of their varied backgrounds and beliefs, become the climax of the story.

The performances are smoothly consistent, a credit to Val Guest's direction and the screenplay by Peter R. Newman. It is a well-made and provocative vignette of heroism and cowardice and of war's logical cruelty.

Running time, 95 minutes. General classification. November release.

JAMES D. IVERS

'Oscar' Show

(*Continued from page* 1)

industry sponsorship of the "Osear" ceremonies for another year.

However, the MPAA member company action must be unanimous and one company still stands opposed to exercising the NBC-TV and radio option for the third and final year under the present contract.

Reportedly, another delegation representing the MPAA board and the Academy will meet with the head of the company concerned, and endeavor to persuade him, also, to reverse his stand. The result of the effort should be known within a matter of days.

Cost Is Stumbling Block

As reported yesterday, cost of the awards sponsorship—some $600,000 annually, at a time when industry conditions remain uncertain for many, is the main reason for the opposition to exercise of the NBC option by the companies.

Much the same situation prevailed a year ago when a decision on exercising the option had to be made. There was some opposition, with an outright veto by at least one company. However, a company president's committee called upon the head of the holdout company and eventually persuaded him of the importance of a change of stand, with the result that the companies went along for another year.

Next year will be the last under the Academy's contract with NBC. Academy officials have been conferring with representatives of all three networks regarding a deal for the "Oscar" ceremony air rights beginning in 1961 which, it is believed, will entail lower costs and thereby make it possible for the industry to retain control of the telecast and broadcast. Commercial sponsorship of the program prevailed up to 1957.

Poll Acquires Rights To Delinquency Story

Screen rights to "Light the Dark Streets," a story of juvenile delinquency on New York's Lower East Side, written by Rev. C. Kilmer Myers, Vicar of the Lower East Side Mission of Trinity Parish, have been acquired by Martin H. Poll, president of Gold Medal Studios.

The picture is planned for an early December production start. The screen play is being written by Robert J. Crean, TV writer, and Lee Stone, who has worked with Fr. Myers.

John Sage Dies

DETROIT, Sept. 28. — John W. "Jack" Sage, manager of the Fisher Theatre here, died suddenly. He is survived by his wife, Edith, and his father.

Television Today

Who's Where

The appointment of **Robert F. Lewine**, NBC vice-president of Television network programs since 1957, to the post of vice-president, programs, CBS Films, Inc., was announced by **Merle S. Jones** and **Sam Cook Digges**, president and administrative vice-president, respectively, of CBS Films, Inc. Lewine will assume his new duties in mid-October after a brief vacation, reporting directly to Digges.

□

Edwin S. Friendly, Jr. has joined the NBC television network as general sales executive, it was announced by **Richard L. Linkroum**, director, special program sales. Friendly has been associated with the Columbia Broadcasting System since April, 1956, first as Daytime Program Director and, most recently, as producer of "The Jimmy Dean Show."

□

J. Lewis Ames has been appointed to the staff of the business affairs department of CBS Television Network, it was announced by **Merritt H. Coleman**, director of the department. Except for the period of 1942-45, when he was a special agent for the FBI, Ames was with Ruthrauff & Ryan, Inc., and its successor, Erwin Wasey, Ruthrauff & Ryan, Inc., for 18 years, holding the position of vice-president and secretary.

□

The appointment of **Guy della Cioppa** as CBS television network vice-president, programs, Hollywood, effective immediately, was announced by **Oscar Katz**, vice-president, network programs, CBS television network. Della Cioppa, who has been vice-president and program director, Hollywood, since April, 1958, succeeds **William Dozier**, who is leaving to accept an executive post with Screen Gems, Inc.

Screen Gems to Scotland For TV Golf Subject

Special to THE DAILY

ST. ANDREWS, Scotland, Sept. 25. (By Air Mail)—Screen Gems is planning a TV series involving a number of professional match play golf tournaments and has asked this golfing mecca's town council for sanction to make a TV film here. The council is consulting the championship committee of the Royal & Ancient St. Andrews Golf Club before making a decision.

Most of the matches will be filmed and later shown on television, and will be played on American courses with U.S. golfers taking part. Screen Gems, however, wants the semi-finals and final of the tournament to be played on the world-famed course at St. Andrews here.

Burnett, NTA Sign TV Tape Contract

A basic standard practices agreement, called the first of its kind in the television tape industry, establishing both quality standards and procedures for the production of commercials, was signed at the weekend by Leo Burnett Company, Inc. and NTA Telestudios, Inc. Announcement of the agreement was made by David Dole, vice-president in charge of the broadcast business department of Burnett, and George K. Gould, president of NTA Telestudios.

Under the agreement, NTA Telestudios becomes a "total package" producer of electronically taped commercials for Burnett and its clients. It provides that after the agency supplies the basic concept and script, NTA Telestudios implements and augments this material in the creative production area and acts as producer of the complete commercial.

In addition, the agreement is described as providing complete clarification of both the producer's and agency's responsibilities; enabling quotations to become clear-cut, firm bids and reduces paper work to a minimum; and identifying specifically every element included in the production price.

Grossman to NTA

Henry Crossman has been named vice-president in charge of technical operations of NTA's owned and operated broadcasting properties and NTA Storevision, Inc., effective immediately, it was announced by David J. Melamed, NTA vice-president in charge of administration. In his new post, Crossman will supervise the technical operations of the company's television and radio stations as well as its new Storevision operation. Grossman joins NTA following many years of service with CBS Television, where he just resigned as director of facilities operations.

Kaufman Upped by ABC

Robert J. Kaufman has been appointed assistant general counsel of the ABC Television Network, it was announced recently by Omar F. Elder, Jr., vice-president and general counsel of the network. Kaufman joined A.B.C. in December, 1955. Previously, he was assistant general counsel of the Du Mont Broadcasting Corp. and a partner in the law firm of Gale and Falk of New York.

Joins Charlotte Agency

CHARLOTTE, Sept. 28. — Charles H. Marshall, formerly vice-president and secretary of radio station WSOC, of this city, has joined Ayer & Gillett, Charlotte advertising agency as vice-president in charge of sales.

MOTION PICTURE HERALD MERCHANDISING CONFERENCES

Suspense Elements Stressed In UA 'Tomorrow' Campaign

By CHARLES S. AARONSON

Citing examples of big promotional efforts in the past which have failed to achieve their objectives, Roger Lewis, vice-president in charge of advertising and publicity for United Artists, told the final session of the *Motion Picture Herald* Merchandising Conferences Friday afternoon that "the old formulas don't seem to work any more. We need to learn," he said.

Lewis was United Artists' chief spokesman at the conference session at the United Artists screening room in New York, following a screening of the new Harbel Productions film, "Odds Against Tomorrow," starring Harry Belafonte, Robert Ryan and Shelley Winters. The number attending was so large that half the group saw the film in a projection room nearby, rejoining the others at U.A. for the subsequent discussion.

Wants Wide Distribution

Lewis made the point that the film must be projected to as many of the public as possible, and said the opening of "Odds Against Tomorrow," since it involves a racial conflict, will be in Chicago. In that city U.A.'s "The Defiant Ones" opened quite successfully, and that film also was concerned with a racial issue. However, the campaign for "Odds" will differ from "The Defiant Ones" in order not to repeat the pattern of promotion. Thus, the Chicago campaign will not stress the racial conflict. Selling will concentrate on the suspense elements.

Lewis declared that Belafonte, who is "very hot" as an entertainment personality today, is now ready to emerge as a film star, where heretofore he has been noted as a singer. The executive also cited that fact that Robert Wise, the producer-director of the film for Belafonte's new producing company, has been and will continue on tour, and has obtained remarkably good newspaper and magazine space. Lewis said also that Belafonte will be available for a swing around the country on behalf of the film, and that the John Lewis jazz group, seen and heard in the picture, has a new album which promises promotional attention in the important record field.

Fred Goldberg, national director of advertising and publicity for U.A., explained the general promotional plans for the film, and specifically mentioned that on the Ed Sullivan television show Oct. 11 Belafonte will appear and a seven- or eight-minute clip from the film will be shown, which he described as an excellent teaser. Goldberg also called attention to the full schedule of magazine and newspaper interviews arranged for the film's star, and mentioned the importance of the fact that Belafonte will be host to screen critics at showings of the picture in 10 cities. Other screenings are planned, he said, for opinion-making groups across the nation, and these he described as extremely valuable, since they serve to develop the all-important word-of-mouth publicity.

Gould Tells Kickoff Plans

Joseph Gould, advertising manager, described the simple type ads which are to be used in the early stages of the campaign, of the teaser type, and mentioned plans for ads off the entertainment pages. Typical ads were shown, and special recordings for radio spots were heard by the group.

Comment from the floor indicated that Belafonte's acceptance was at a high point now, and a general discussion centered about the presentation of the personality of Belafonte and the emphasis in certain of the ads shown. Additionally discussion concerned the selling of the film from the standpoint of the racial conflict, especially in the sensitive areas. Gabe Sumner, publicist handling Belafonte, said that due to the promotional campaign, the climate for Belafonte acceptance is at a new high.

Roger Lewis describes the campaign for United Artists' "Odds Against Tomorrow" at the Herald Merchandising Conference.

Growth of Inter-Trade Cooperation Is Cited

(*Continued from page* 1)

is insisting upon young stars, it answers that demand, too."

Lipton, who came here from his studio headquarters at Universal City expressly to attend the *Herald* Merchandising Conference, told the exhibitors who taxed the capacity of the Universal home office projection room that he had been struck by the growing spirit of cooperation among exhibitors and distributors and among distributors themselves. He cited examples of one company's people speaking well of another company's outstanding picture, in discussing the latter.

'It's Good for the Industry'

"More of this is to be encountered all the time," he said. "And it's good for the industry. When good pictures are in circulation the entire industry should talk them up, regardless of whose they are. Good pictures help everyone. They keep the public interested in movies and coming to the theatre."

Exhibitors present gave many examples of cross-plugging pictures on their own circuits and in competing houses, too. Harry Goldberg, of Stanley Warner Theatres, cited a "new atmosphere" in the business, stimulated by cooperative efforts. He called attention to the national field network of COMPO representatives, providing still another example of an industry force working jointly for the good of all.

Simonelli Stresses Mutuality

Charles Simonelli, Universal Eastern advertising-publicity director, called attention to other instances of mutual aid on both Coasts and Seymour Morris of Schine Theatres added others.

Edward E. Muhl, Universal vice-president in charge of production, was an interested listener at the session.

Lipton commended Martin Quigley, Jr., editor of *Motion Picture Herald,* for originating and sponsoring the conferences, saying they have been needed for a long time and that they are evidence "of the kind of interest vital to our industry at this crucial time."

"The conferences are indeed a fine thing," he said, "and it is encouraging to see the fine response with which they are meeting."

Praised by Lipton

Lipton noted that the conferences are designed solely to help both exhibitors and distributors to merchandise product better.

"Our ability to compete for the public's leisure time today," he remarked, "depends on the success of our pre-selling efforts. The amount of public talk about movies today is less than formerly because there are so many more things for people to discuss. And when we succeed in having them talk about movies, then there must be repetition to be really effective.

"Too many pictures fail to reach even a fair proportion of their possible audience because of inadequtae pre-selling. For best effect, it should reach the public days, rather than months, in advance of picture openings. The impact our publicity makes is directly related to our advertising. The publicity is likely to have minimum effect unless the advertising has created an image in the public mind."

Lipton said Universal believes that when it asks top terms for a picture from exhibitors it should prove at the same time that it is confident the picture is worth them.

"We are doing that with 'Pillow Talk'," he said, "by spending very substantial amounts on its pre-selling."

Hears Little Criticism

The gist of the exhibitor comments on the "Pillow Talk" campaign which was spelled out for them by Lipton's executive staff was that there was little, if anything, about the campaign that could be improved upon, that proper attention was being given to a fine picture and that, as a result, the exhibitors had little either to suggest or criticize.

Sack to Put Todd-AO In 3rd Boston Theatre

Special to THE DAILY

BOSTON, Sept. 28.—Early in October, Ben Sack, president of Sack Theatres, is closing the Capri Theatre for ten weeks in order to install 70mm projection equipment. At Christmas time the theatre will reopen with a roadshow engagement of UA's "Solomon and Sheba."

This marks a milestone in Boston theatrical history as Sack will then have three Todd-AO-equipped first run houses, all playing roadshow attractions. The Gary goes into a hard-ticket policy with "The Big Fisherman" on Oct. 6, to be followed by "Scent-O-Vision" around Christmas time, while at the Saxon, M-G-M's "Ben-Hur" starts a long engagement on a reserved seat basis at Thanksgiving time.

Sargent on 'Nights'

HOLLYWOOD, Sept. 28.—Thornton Sargent, veteran advertising-publicity executive, has been engaged to supervise publicity and exhibitor relations in connection with the Christmas release of UPA Pictures' "1001 Arabian Nights," it has been disclosed by Stephen Bosustow, president of UPA Pictures. Sargent will also serve as liaison with Columbia Pictures, which will distribute the full-length animated feature.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 64 NEW YORK, U.S.A., WEDNESDAY, SEPTEMBER 30, 1959 TEN CENTS

Distributors

To Test New Penn. Censor Law at Once

Taxpayer Action Charging Misuse of Funds Seen

Major distribution companies and members of the Independent Film Distributors Ass'n. have decided to test the legality of the new Pennsylvania film censorship law without waiting for a case involving denial of a license to exhibit a film, it was learned yesterday.

The test decided upon will be on the basis of the new law constitutes an improper diversion of state tax funds. Presumably, a Pennsylvania exhibitor or distributor, or several of them, will be the plaintiffs of record in the action. It is expected to be filed

(*Continued on page 7*)

Need for Home Office, Field Liaison Cited

Special to THE DAILY

BOSTON, Sept. 29.—The increasing importance of close contact between the home office and field forces in waging effective local level campaigns was cited by Roger H. Lewis, United Artists vice-president in charge of advertising, publicity and exploitation, here today at an exhibitor-press luncheon hosted by Boston exhibitor Ben Sack. Sack's Capri theatre is being

(*Continued on page 7*)

First Cable Is Strung For Canadian Telemeter

Special to THE DAILY

TORONTO, Sept. 29. — The first section of 84 miles of cable to be strung by Canadian Bell Telephone Company for the world's first Telemeter system of pay-TV being constructed by Trans Canada Telemeter, a division of Famous Players Canadian Corporation Ltd. in West Toronto, was hoisted into place today in the

(*Continued on page 6*)

TELEVISION TODAY—page 6

Montana Exhibitors Urged to Employ Conciliation for All Types of Problems

Special to THE DAILY

HELENA, Mont., Sept. 29.—Exhibitors in this area were strongly urged to avail themselves of the industry's conciliation process for every type of problem by Joseph J. Rosenfield, general manager of Favorite Theatres of Spokane, Wash., and assistant president of Theatre Owners of America, in an address to the annual convention of the Montana Theatre Assn. at the Placer Hotel here today.

Rosenfield reviewed the recent agreement between the American

(*Continued on page 3*)

Rosen Will Deliver TOA Keynote Talk

Samuel Rosen, executive vice-president of Stanley Warner Corp., will be the keynote speaker at the 12th annual convention of Theatre Owners of America, at the Hotel Sherman in Chicago from Nov. 8 to 12, it was announced by the convention co-chairmen.

Rosen, long active in the affairs of TOA, will address the opening busi-

(*Continued on page 7*)

Wolfson Lauds Skouras' Concern for Exhibitors

Special to THE DAILY

JACKSONVILLE, Sept. 29.—Glowing tribute was paid Spyros Skouras, 20th Century-Fox president, by Mitchell Wolfson, president of Wometco Theatres, Miami, at 20th's Skouras sales drive meeeting at the Roosevelt Hotel here today.

Referring to a curtailed product

(*Continued on page 7*)

Big Pre-Selling for 20th-Fox 'Infidel'

A big pre-selling campaign to promote 20th Century-Fox's "Beloved Infidel" has been set encompassing radio, television, national magazine advertising and a variety of other media, Charles Einfeld, vice-president, an-

(*Continued on page 6*)

Rifkin Requests U.A. Conciliate on Drive-In

Special to THE DAILY

BOSTON, Sept. 29.—Julian Rifkin, vice-president of Rifkin Theatres of Boston, has requested conciliation with United Artists in reference to the film company's policy of pursuing per capita deals on product at the Shipyard Drive-in, Providence, R.I. The

(*Continued on page 2*)

Proposes All-Industry Committee On Improving Care of Film Prints

Formation of an all-industry committee to improve motion picture presentation through emphasis on the proper care of film prints was proposed yesterday by Jack Bernard, president of Rapid Film Technique, Inc., Long Island. He contended the program would increase print runs and thereby "save the industry thousands annually."

The plan encompasses forming a presentation committee composed of producers, processors, distributors and exhibitors. Four main areas of interest were suggested by Bernard: initial release print quality; subsequent deterioration; equipment; and the projectionist.

As in the British Kinematograph Society, specific problems and failures in each category would be defined to assess the degree of responsibility,

(*Continued on page 3*)

AIP Sets 5th Birthday Drive to Honor Heads

American International Pictures will hold a fifth anniversary sales drive in honor of James H. Nicholson and Samuel Z. Arkoff, company president and vice-president, respectively, it was announced yesterday by Leon P. Blender, AIP general sales manager. The drive begins this week and ends on Dec. 18.

The contest is based on a given quo-

(*Continued on page 6*)

At Fall Meet

ACE Progress Endorsed by N. J. Allied

Group Agrees to Try Conciliation System

At its first membership meeting of the fall season, held here yesterday, Allied Theatre Owners of New Jersey heard Irving Dollinger, the organization's delegate to the national board, report on the work and plans of the American Congress of Exhibitors and endorsed the progress to date by agreeing to make as much use as possible of the industry conciliation system, revived as part of the ACE program.

Sidney Stern

Sidney Stern, president, said Dollinger gave a "very comprehensive report on ACE and offered his reasons for believing conciliation can and will help exhibitors."

"In addition," Stern said, "Dollinger was questioned carefully on all of the aspects of ACE on which

(*Continued on page 2*)

Still One Holdout Vs. 'Oscar' Telecast Cost

Industry sponsorship of the 1960 Academy Awards telecast remained in doubt yesterday as one company continued to stand by its refusal to contribute to the $600,000 expense.

Meanwhile, B. B. Kahane, Academy president, and other Academy representatives who came here last week for the Motion Picture Assn. board meeting at which the "Oscar" telecast was discussed have returned to the Coast. Eric Johnston, MPAA president, will be here today from Washington and reportedly will make a final attempt to persuade the company's top executives to reconsider.

PERSONAL MENTION

HENRY H. MARTIN, Universal Pictures general sales manager, has returned to New York from Hollywood.

•

PHILIP GERARD, Universal Pictures Eastern publicity manager, is in Washington from New York today for conferences with officials of the Navy Department.

•

JONIE TAPS, Columbia Pictures studio executive and general manager of Colpix Records, is in New York from Hollywood to consolidate the music interests of Columbia and Screen Gems.

•

GENE GOODMAN, United Artists branch manager in Atlanta, has returned to his duties following a short illness.

•

CECIL GRIMES, of the Druid Theatre, Tuscaloosa, Ala., has entered the hospital there.

•

WILLIAM KOSTER, representative of Variety Clubs International, attended the Monday meeting of the Variety Club of Albany, N. Y.

•

ROBERT WISE, producer-director of "Odds Against Tommorow," will return to Hollywood today from New York.

•

CLAYTON PANTAGES, 20th Century-Fox manager in Albany, was a visitor recently at the Schine circuit headquarters in Gloversville, N. Y.

•

AL and BETTY ROOK, of the FBO Booking Service, Atlanta, have returned there from Florida.

•

MRS. JUANITA ELWELL, head booker for Bailey Theatres, Atlanta, has returned there with her family from Fort Lauderdale, Fla.

Att: ALL THEATRES
...it's SCREEN TIME!
NATIONAL SCREEN'S BIG NEW PROMOTIONAL BUSINESS BUILDER
Your copy available at your NATIONAL SCREEN EXCHANGE

N. J. Allied

(*Continued from page* 1)

we have read or heard critical comment."

The recent Ohio Valley Allied convention at Cincinnati featured talks highly critical of ACE and conciliation by Abram Myers, Allied chairman and general counsel; Ruben Shor of West Virginia Allied; Ben Berger, former Allied leader from Minneapolis, and others.

'No Panacea,' He Says

"We do not regard conciliation as a panacea for all exhibitor problems," Stern continued. "But we will try it out. Most of our members are within convenient traveling distance of the film exchanges and most of them, I'm sure, have something they'd like to get off their chests. I won't be surprised if Jersey doesn't have enough conciliation cases to keep branch managers busy for some time to come."

Stern said Dollinger, one of Allied's representatives on the ACE executive committee, and a prominent figure in New Jersey Allied for many years, is highly respected by the organization's membership, and "in our organization we buy what he says."

Follows Two Other Groups

Since the Cincinnati Allied convention, New England and Michigan Allied units held conventions and agreed to give conciliation a fair trial and ACE, too. Thus New Jersey Allied becomes the third unit to go counter to the three-month-trial-for-ACE course adopted at the Ohio Valley meeting.

Stern said an area problem reported by his members that he feels sure will figure in upcoming conciliation cases here is the distribution practice of permitting a price differential of only five per cent between first and last runs in the territory on high percentage pictures.

He said there have been 12 pictures in that category recently in the New Jersey territory. One, he said, was sold fifth run at 35 per cent and the exhibitor knew that it had been sold first run at 40 per cent and an adjustment had been given to that exhibitor.

Reaction Reported Favorable

"There is no justification for policies of this kind," Stern said. "I'm sure conciliation can demonstrate that."

Members reported excellent public reaction to the summer business-building campaign in their area, using the Compo station break announcements. A show of hands on participation in another campaign indicated unanimous approval.

The meeting instructed Dollinger to take up members' complaints of film tie-ins with the national Allied board at its December meeting in Miami, and also, meanwhile, to request Myers to call a meeting of the national board at the earliest possible date. "We feel that from last spring until December is too long an interval to go without a board meeting," Stern said. On tie-ins, he said there had been numerous complaints that film terms were increased or a print wasn't "available" if exhibitors didn't take a second picture with the one they wanted.

Jersey Allied Convention At Kiamesha Next Spring

Allied Theatre Owners of New Jersey voted yesterday to return to the Concord Hotel at Kiamesha Lake, N. Y., for its annual convention in 1960, the dates May 31, June 1 and 2.

The organization last met in Kiamesha in the fall of 1958.

'Solomon' Bow Will Benefit British Charity

The Chest and Heart Association of Great Britain will sponsor the world premiere of Edward Small's $6,000,000 Biblical spectacle, "Solomon and Sheba," at the Astoria Cinema on Oct. 27 in London, United Artists announced.

All proceeds from the charity benefit world premiere will be donated to the Chest and Heart Association, of which Queen Elizabeth is a patron and the Duchess of Kent the president. The gala opening of the film will be attended by leading social and civic dignitaries as well as representatives of the international press.

UA Closes Film Deal For New Gibson Play

Motion picture rights to "The Miracle Worker," new drama for Broadway by William Gibson, have been acquired by United Artists in a deal under the terms of which Gibson will write the screenplay, Fred Coe will produce and Arthur Penn will direct. The stage production will open in New York on Oct. 9 at the Playhouse Theatre.

Coe, Gibson and Penn are the same team that was responsible for the stage hit, "Two for the Seesaw," which will be produced for the screen by the Mirisch Co. in association with Seven Arts Films for UA release.

Sues on 'Bridge' Ban

Legal action has been instituted against the United States by Marion Gering, film producer-director, to force release of "Bridge of Heaven," a Japanese film which was last week seized by U.S. Customs officials and banned from exhibition because of alleged "stress on female nudity."

Rifkin Request

(*Continued from page* 1)

reply, from Harry Segal, branch manager at U.A., states that next Monday has been set as the date for the meeting.

The policy of the Shipyard Drive-in is $1 per car except for rare occasions on which the theatre plays first-run product when the admission price is 75 cents per person.

"Although we are definitely opposed to the practice of charging $1 per car, we feel that we are being forced to charge this admission due to the policy of two other drive-ins in the same territory which have adopted this practice. We will continue to charge the lower admission as long as these theatres continue to do so," said Rifkin. "United Artists is asking a per capita deal on "A Hole in the Head," playing second run at the Shipyard. In no other city in New England is this picture being sold on a per capita basis," he added.

Charges Admissions Affected

In asking for conciliation, Rifkin claims that U. A. is persisting in requesting a per capita deal on this film and others in the same category, thus depriving the Shipyard of import U.A. product. "We feel that U.A. is making it impossible for us to charge our regular admission prices for this product," Rifkin stated.

With Monday set for the meeting with Rifkin and Harry Segal at U.A., another conciliation meeting is scheduled for Friday, Oct. 16, with Julius Covitz, owner of the Fairmount Theatre, Hyde Park who also has asked for conciliation with United Artists. In his request, Covitz has asked for relief on pictures not picked up by the Oriental Theatre Mattapan, which he follows.

Katz Leaving WMGM

Raymond Katz, associate director of WMGM, Loew's Theatres radio station, and a veteran of 25 years with the company, has resigned effective Nov. 2, to give all his time to Durgom-Katz Associates, personal management company in which he has been a partner for several years. His duties with the station will be taken over temporarily by Arthur M. Tolchin, executive vice-president and director.

New Northeast Theatre

BOSTON, Sept. 29.—The Queen's Chapel Drive-in, West Hyattsville, Md., is now under the control of Northeast Drive-In Theatres, Inc., of Boston, Michael Redstone, president announced. The property has been purchased outright by the Boston chain from the Johnson & Saunders circuit of Norfolk, for an undisclosed sum. With 1,400 speakers, the theatre was built four years ago.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Strike Ends at M-G-M Studios in Britain

From THE DAILY Bureau

LONDON, Sept. 29. — An increase in wages for night work was secured by the National Assn. of Theatrical and Kine Employees and Electrical Trades Union today in talks with the management of Metro-Goldwyn-Mayer's Boreham Wood Studios.

Technicians had walked out on four pictures shooting at the studios but returned to work prior to settlement of the wage dispute on the advice of the unions.

Goodwin, Boverman in New Cinerama Posts

Special to THE DAILY

Bernard Coodwin, a member of the board of Cinerama, Inc., has been elected vice chairman of the board, the company announced yesterday. He will devote a major part of his time to Cinerama's future expansion activities.

In addition, Sam Boverman has been elected general counsel and secretary of Cinerama, Inc., and will devote full time to his new duties.

Both Coodwin and Boverman were formerly associated with Paramount Pictures. Coodwin is also a member of the board of ASCAP and has numerous music publishing interests. He was the first president of Metropolitan Broadcasting Corp.

Nicolas Reisini is chairman of the board of Cinerama, Inc., and Hazard E. Reeves is president and chief executive officer.

Top Promotion for Disney Storm Subject

Promotional support comparable to that given a feature film is backing Walt Disney's "Eyes in Outer Space," a 26-minute Technicolor short subject depicting hurricane control through the use of space satellites.

An extensive screening program has been launched across the country for community leaders and the press. Invitees also include members of the Defense Department, U.S. Geodetic Survey, U.S. Weather Bureau, National Science Foundation, National Space Science Board, and other national military, scientific, educational and industrial leaders.

New Gevaert Folder

A new technical folder outlining complete characteristics of professional cine films has been released by The Gevaert Company of America, Inc. The folder is printed in two colors and gives complete technical data regarding 11 professional motion picture films which Cevaert markets in the United States. The folder is designed as a handy guide for those working with professional motion picture films, giving applications, exposure information, footage numbering and other details of the various films. It is available free upon request.

Conciliation Urged in Montana

(*Continued from page* 1)

Congress of Exhibitors and the Motion Picture Association of America to employ the industry's conciliation program as "the means of saving our small theatres, in fact, all our theatres in distress."

"If I accomplish nothing else today," Rosenfield said, "I hope I can convince you that if you have problems with the distributors, whether on film rental terms, runs, availability, settlements, flat rentals—in fact, on any trade practices—you should resort to conciliation."

Rosenfield told the convention that the film companies "are unanimously pledged to try to keep our small and distressed theatres in business by giving them relief through conciliation. Every film company president, through MPAA, has gone on record as saying they will do everything possible to keep small theatres open and that they have instructed their staffs, from home office down to your local branch office, to cooperate fully on conciliation.

Asked to Be Reasonable

"No one can start the ball rolling but yourself, and all you have to do is write your branch manager stating your problem and asking for conciliation. However," he cautioned, "conciliation is not a one-way street. The problems you submit must be reasonable and solvable. You must remember that the film companies have problems, too. Don't expect them to give you the ultimate just because you ask. But if you go into conciliation as a businessman with a real problem and remember the distributor is a business man too, you should be able to come to a satisfactory adjustment.

"If you help yourself through conciliation, you should be in a position where you can earn a reasonable profit and have the renewed incentive to keep your theatre a spick-and-span, progressive operation where the picture is projected properly, the sound level is right and the house is comfortable. You should have the renewed incentive to merchandise your product for every last nickel of admissions."

Recommends B-B Drive

Rosenfield stressed the seriousness to exhibitors of limited product supply and said ACE "is hard at work on the problem. I believe in the near future we will see something concrete emerge from this work."

He reported on the various activities of TOA of general interest to exhibitors and concluded by urging the Montana theatre owners to develop an area business-building campaign such as those that have been successfully staged by exhibitors of the Great Plains states—Minnesota, Iowa, Nebraska and Kansas. By intensive pre-selling, he told them, exhibitors showed that blockbuster-type grosses can be realized with average boxoffice attractions. He assured them that any branch manager will cooperate with them in setting up a similar campaign—getting ad money, enough prints, a fair sliding scale rental and full cooperation. The way has been cleared for you. Just think what it would mean to you at the end of a year if you knew that one small picture could earn you big picture grosses every month."

Film Prints

(*Continued from page* 1)

pinpoint weaknesses, gather facts, lay down proper methods of correction, and find a means of putting it into effect. "This would lead to improvements and advancements in both theatrical and TV presentations," Bernard said.

Explaining his plan further, he added: "The film industry needs to form a committee to help safeguard film properties and examine the whole process of motion picture presentation in its widest sense. After all, the substantial investments in shooting, scripts, talent, lab work, and production results simply in a reel of film in a can. This reel demands protection, it is important footage."

Rapid Film Technique specializes in processes for restoring prints.

Columbia Ups Crow

HOLLYWOOD, Sept. 29. — James Frances Crow, who for the past 10 years has been a story and script consultant at Columbia Pictures, has been named assistant to Arthur Kramer, it was disclosed today by Samuel J. Briskin, Columbia vice-president in charge of studio operations. Crow will report directly to Kramer.

Civic, Film Leaders Invited to 'Talk' Bow

Civic officials, film industry leaders and stars of screen, stage, television and radio are among the large list of guests being invited to the invitational world premiere of "Pillow Talk," the Universal-International-Arwin release, starring Rock Hudson and Doris Day, at the RKO Palace Theatre here on Tuesday night, Oct. 6.

"Pillow Talk" will have a two-theatre premiere, also opening at the newly-rebuilt Murray Hill Theatre. The proceeds of the latter premiere will go to the United Nations International Children's School fund.

Kelley and Beyer East For SMPTE Meeting

From THE DAILY Bureau

HOLLYWOOD, Sept. 29. — William Kelley, Motion Picture Research Council president, will leave tomorrow for the East to attend the convention of the Society of Motion Picture and Television Engineers and to meet with members of the council's Eastern theatre and projection committee. He will be accompanied by Walter Beyer, Motion Picture Research Council staff engineer.

PEOPLE

Fred Jabaley, former owner of the Princess Theatre, La Crange, Ca., has reopened the house. It has been operated by Bailey Theatres of Atlanta.

□

James G. Morton, who has been liaison between the *American Weekly* and its distributing newspapers, has been named vice-president in charge of publisher services.

□

Harold J. Salemson has been added to the global promotion unit for Stanley Kramer's "On the Beach," which will have a six-continent international premiere on Dec. 17.

□

Donald McMaster, chairman of the executive committee of Eastman Kodak Co., and **James E. McGee,** vice-president in charge of U. S. sales and advertising for Kodak, have been named to the greater university council of the University of Rochester.

□

Mrs. Billy Hestor, formerly with Capital Releasing Corp., Atlanta, has joined the Martin Theatres booking office there as secretary to **John Harrell.**

Mrs. Ricketson Dies; Rites Friday in Denver

Special to THE DAILY

DENVER, Sept. 29. — Funeral services for Mrs. Maizie D. Ricketson, 63, wife of Frank H. Ricketson, Jr., former vice-president and general manager of theatre operations for National Theatres, Inc., will be held Friday 9:30 A.M. at Olingers Mortuary, East Colfax Avenue and Magnolia Street, here.

Burial will take place in Mount Olivet Cemetery, Denver.

Mrs. Ricketson, who died early today of a heart attack at her Denver home after several years illness, had been society editor of the *Denver Post* and was active in the Central City Opera House Association.

Besides her husband, she is survived by a son, Frank H. Ricketson, III, of Denver and two sisters.

W. Schneider to Europe On Columbia Campaigns

William Schneider, executive vice-president of Donahue & Coe, advertising agency for Columbia Pictures, leaves here for Europe on Saturday to meet with Columbia's European-based producers and visit locations of films shooting abroad. The series of conferences, which will take him to London, Paris, Munich and Rome, is in keeping with Donahue & Coe's policy of close liaison between the ad agency and Columbia Pictures in all phases of film production and distribution, he said.

The agency executive will discuss basic advertising plans, advertising art concepts, trailer ideas and advance planning on Columbia releases.

THE BIGGEST BLOCKBUSTER

SOLOMON A

Will Introduce the Matchless Miracles o

TODAY'S

Before the New Year, selected engagements of the most colorful Biblical spectacle yet produced will launch throughout the world the biggest newsmaking large-screen projection system yet devised.

* * * * *

For many months the Technicolor Companies have marked "Top Secret" **TODAY'S SUPER TECHNIRAMA 70,** the ultimate marvel in panoramic screen presentation. Now perfection has been reached.

The Technicolor Companies are revealing this "secret weapon" for bigger boxoffice results everywhere not only on **SOLOMON AND SHEBA,** but on all subsequent big screen attractions. No exhibitor can afford to be without the advantages inherent in **TODAY'S SUPER TECHNIRAMA 70.** These advantages which are many, are due chiefly to revolutionizing cameras and lenses.

A large negative—two and a half times the area of conventional film—is obtained by running 35mm negative horizontally through the new Technirama cameras. This results in a clarity and depth of focus never before possible. However, engineers know that, at a point, increased frame size diminishes visibility and image-definition. **TODAY'S SUPER TECHNIRAMA 70** rigidly controls this factor.

Lenses—developed after long research—incorporate an exclusive anamorphic device of glass prisms and mirrors which compresses the wide view sideways before it is photographed on the large negative, thus eliminating all distortions and losses common to other systems.

If attendance is to climb, every presen-

EVER MADE FOR BIG SCREENS!

ND SHEBA

SUPER TECHNIRAMA 70®

tation improvement is vital to theatre profit. Even to so powerful an attraction as **SOLOMON AND SHEBA, TODAY'S SUPER TECHNIRAMA 70** is a potent plus. The sharpness, brilliance, size, shape of picture, color fidelity are surpassingly dramatic.

Previous processes for large, wide angled pictures will, we believe, be made obsolete by the multiple advances that **TODAY'S SUPER TECHNIRAMA 70** provides. We are confident that not only will **SOLOMON AND SHEBA** set worldwide records, but that the transcendent excellence of its presentation in **TODAY'S SUPER TECHNIRAMA 70** will be a forceful incentive to exhibitors everywhere to convert their screens to the system which will most effectively stimulate business for this and all other important film entertainment ahead.

UA Pulls Out All The Stops To Hard-Sell Your Public on "Solomon and Sheba" in TODAY'S SUPER TECHNIRAMA 70

A huge consumer budget has been allocated to promote TODAY'S SUPER TECHNIRAMA 70 in the smash worldwide campaign on SOLOMON AND SHEBA:

SPECIAL TRAILER EXPLOITATION / CONSUMER ADS / LOBBY DISPLAYS
POSTERS — (including 24-sheets) / RADIO SPOTS / TV SPOTS
CAR CARDS / SPECIAL PRESSBOOK SUPPLEMENT

ALL THESE — AND MORE FOR THE NEW "STAR" SYSTEM OF BIG SCREEN PROJECTION!

THRU UA

40th *Anniversary*
1919-1959

First Cable

(*Continued from page* 1)

vicinity of Bloor Street West and Royal York Road, Etobicoke Township.

Meanwhile Trans Canada Telemeter will begin tomorrow to convert into studios for Telemeter programming the building it purchased for the purpose in the heart of Etobicoke Township.

"The purchase of this building, instead of renting space," J. J. Fitzgibbons, president of Famous Players Canadian Corporation, Ltd., said today, "is concrete evidence of our seriousness about pay television and our optimism about its future."

Equipment to Be Latest

The studios, he said, will comprise the latest design 35mm TV projectors, multiplexer and associated gear; a transmitter and control room to feed three Telemeter programs simultaneously into the wired system—including a color transmitter to carry color motion pictures—and a studio for the presentation of "live" programs of local public interest.

Additional space will be occupied by the production office staff and engineering department, and a large area for public demonstrations. It is expected the studio will be ready for public demonstrations on or about Nov. 15.

Will Start in December

Telemeter program service for the first area of Etobicoke Township, now being wired, will be inaugurated in mid-Deeember. At that time, about 4,500 homes will be within range of the cable, according to the engineering plan developed jointly by Trans Canada Telemeter and Canadian Bell. During the winter months, additonal wiring will bring a total of 13,000 homes in the West Toronto suburb within the cable route.

Katz to Head Foreign UA-TV, UAA Selling

Norman Katz has been named director of foreign operations of United Artists Associated, Inc., and United Artists Television, Inc. Katz for the past five years has been in charge of foreign selling for UAA and its predecessor company, Associated Artists Productions, Inc.

UAA is marketing some 1,500 features to television, plus the "Popeye" and "Bugs Bunny" cartoons, and other cartoons and shorts. It owns the Warner Bros. pre-1948 library. UA-TV distributes three half-hour series currently.

Katz will handle foreign television sales of UA's features. In all cases will work hand-in-hand with the resident managers of UA's offices in each country.

Katz, who has been working out of London, will switch his headquarters to the UA home office in New York in November. He will shortly thereafter leave on a tour of Australia and the Far East. He recently completed trips through Latin America and Europe.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

DIRECTOR Charles O. Jones shopped for hours before finding just the right decanter to be placed in front of Premier Khrushchev during his simulcast last Sunday over NBC. However minutes before air time, a Soviet security guard spotted the decanter and removed it forthwith. (Man proposes—guard disposes.) . . . The new ABCrime-busters series, "The Untouchables," based on the exploits of G-Man Eliot Ness during the prohibition era and starring Robert Stack as "Ness," will make its TV debut Thursday, Oct. 15 (9:30-10:30 P.M.) Walter Winchell has been signed as narrator for the series. . . . The Warner Brothers flicker, "The FBI Story," current attraction at the Radio City Music Hall, features Max Steiner's musical theme, "What Do I Care?" the lyrics for which were written by Al Stillman, who's been a Music Hall staffer for many years. . . . Producer James Love and a complete camera crew are back in Gotham from Lafayette, Ind. where they filmed a series of commershills for Alcoa. . . . Sheldon Reynolds, whose "Foreign Intrigue" series started the "man with the trench-coat" trend, has been pacted to co-produce and direct an hour-long telefilm for Desilu Playhouse, based on an original script by Ray Allen titled, "Thunder In The East." Shooting will take place in November on location in Tangiers and Rome. . . .

☆ ☆ ☆

The nation's most popular "Mister & Missus Music" team, Les Paul and Mary Ford are awaiting a visit by Sir Stork. Deal is in the works to present Les and Mary in a new music TVehicle this Fall, according to their manager, Gray Gordon. . . . CBS and Ziv trying to get together on a new hour-long "under-water" series to be produced by Ivan (Sea Hunt) Tors. . . . Transfilm, Inc. and Caravel Films, both of which were acquired by the Buckeye Corp., will be merged into the Transfilm-Caravel Co. with William Miesegaes, president and David Pincus, senior vee-pee, Executive offices will be located in the Transfilm Bldg. on W. 45th St., N.Y.C. and studios maintained at 20 West End Ave. . . . Joan O'Brian, new voGAList with the Lawrence Welk Ork, will be seen in an important role in the John Wayne film, "The Alamo," currently being filmed by United Artists-Batjac in Bracketsville, Tex. . . . Betty Hutton, who'll soon be seen in her own teleseries, "The Betty Hutton Show" will appear as guest panelist on the "Dick ABClark—World of Talent" program, Sunday, Oct. 4. . . . Harry (Happy Hare) Martin, whose consistently sparkling wit and KCBQuips each morning have made him one of the most-listened-to personalities in San Diego, has been brought east by the Bartell radio net and he'll be heard daily over WOV. . . . Children of Hollywood filmites and several stars themselves will be seen Tuesday, Oct. 27 (9:30-10:30 P.M.) when Hubbell Robinson's NBColorcast of "Ford Startime" presents "Art Linkletter's Secret World of Kids" based on Art's forthcoming book of that title and starring Linkletter.

Les Paul & Mary

'Gladiator' Business Is Tops in AIP History

Top grosses are being recorded by AIP's "Sign of the Gladiator" in its first engagements, which began last week, the company reported yesterday. Grosses are the biggest in the five-year history of the firm, it was said.

The film did $13,844 in the first five days at the Paramount Theatre, Boston; $9,937 in four days at the Fox, Denver; and $12,306 in five days at the Metropolitan nnd Ambassador, Washington, D. C.

The picture has already been dated into the United Artists Theatre, Chicago; Michigan, Detroit; Lyric and Hyland, Salt Lake City; Paramount, Buffalo, and Stanton, Philadelphia.

AIP Anniversary

(*Continued from page* 1)

ta for each branch with the prizes ranging from $100 to $1,500 on a sliding scale, so that every branch can win.

Pictures to be included in the drive are "Sign of the Gladiator," "Bucket of Blood," "Diary of a High School Bride," "Ghost of Dragstrip Hollow," "Horrors of the Black Museum" and "Headless Ghost."

Special exploitation campaigns are being made available to branch managers and exhibitors on the drive productions, featuring special teaser trailers, advance promotion kits, television trailers, radio transcriptions, and specially prepared press books.

'Infidel' Drive

(*Continued from page* 1)

nounced yesterday. The program for the Thanksgiving release will be "one of the most comprehensive" in 20th history, he said.

Part of the campaign is the setting of star tours by the attraction's two principals, Gregory Peck and Deborah Kerr. Several key cities are expected to be covered by both Peck and Kerr. Miss Kerr is currently in London, doing advance promotion on "Infidel," meeting with top correspondents and engaging in radio and television interviews.

Paper-Back Planned

Another major facet of the campaign is the promotion of the original Sheilah Graham best-seller upon which the Jerry Wald production is based. Also, Bantam Books is publishing a paperback edition of "Infidel" and backing same with a spectacular promotional campaign. The field force and wholesalers who handle Bantam Books will receive a personal letter from Miss Graham three weeks before paperback publication, as part of the promotional kick-off.

Together with the Bantam publicity people, 20th has devised radio spots for local radio tie-ins with the distributions of the book. Miss Graham and Deborah Kerr have done open-end interviews about the book, which are available all over the country.

Bantam will issue special dealer bulletins to go to their key outlets and will use 500 truck-banners on delivery trucks, 10,000 "read the book-see the movie" posters and 500 local rack cards.

Special Bell Promotions

The Bell Syndicate, which distributes the Sheilah Graham column in newspapers from coast to coast is also cooperating in special promotions on "Infidel."

Numerous publicity breaks, resulting from the original publication of the novel, reviews and subsequent newspaper, magazine, radio and television publicity were also pointed out by Einfeld.

In magazine advertising, "Infidel" will have a barrage of coverage, representing the most complete coverage to aid point-of-sale. The national advertising campaign, breaking in issues on the stands during October and November, are almost all in color and will be very strategically positioned in the pages of *Life, Look, McCall's Photoplay, Modern Screen,* and others.

Aurelio Joins Lopert

Louis Aurielio, a veteran of 25 years with Paramount Pictures and most recently mid-West district manager with NTA, will join the sales organization of Lopert Films, Inc., effective Monday, it is announced by Ilya E. Lopert, president of Lopert Films. Aurelio will act as district sales represntative in the Chicago, Detroit, Cincinnati and Indianapolis exchange territories, replacing Harry Walders, who has resigned.

D. M. Nelson Dies; Once SIMPP Head

From THE DAILY Bureau

HOLLYWOOD, Sept. 29.—Donald M. Nelson, 70, World War II head of the War Production Board, and later president of the Society of Independent Motion Picture Producers, died today of cerebral hemorrhage at Good Samaritan Hospital.

Funeral arrangements at Forest Lawn Memorial Park have not been completed.

Censorship Bill

(*Continued from page* 1)

as soon as formal authorizations to proceed have been obtained from all companies concerned. Informal, verbal approvals already have been given.

Pennsylvania law permits a taxpayer challenge of the constitutionality of any statute which calls for appropriation and expenditure of public funds. The new censorship law calls for a $75,000 appropriation to pay the salaries of four members of the censor board and its expenses.

Two Courses Open

Should the test result in invalidation of the law, obviously no further industry action would be necessary. If it does not, the normal tests of the constitutionality of the law could be undertaken at such time as the Pennsylvania censor board refused an exhibition permit to a particular picture at one or more theatres, it was pointed out.

Reportedy, the suggestion for a test of the law by a taxpayer's action was suggested by a Philadelphia attorney, who has handled film cases previously.

The law was passed at the current session of the Pennsylvania legislature and was signed by the governor only recently. Members of the board have not been appointed yet so it is not operative.

Provisions Outlined

It provides for inspection and licensing of films after they have opened in a theatre within the state. It is claimed that this procedure avoids prior censorship, already outlawed by the U.S. Supreme Court.

Rosen Keynoter

(*Continued from page* 1)

ness session on Monday morning, Nov. 9, it was announced by Richard H. Orear of Kansas City, Gerald J. Shea, of New York, and Dwight L. Spracher of Seattle, the convention co-chairmen.

It is expected he will review the state of the industry, and make concrete recommendations to the nearly 1,000 theatre owners from all over the United States, on how he feels business conditions may be improved.

The five-day convention will be held concurrently with the annual meeting of the National Association of Concessionaires. Both groups will have an all industry trade show during the convention.

REVIEW:

The Wonderful Country

D.R.M.-United Artists

ROBERT MITCHUM, an extraordinarily attractive Julie London, the screen debut of Leroy "Satchel" Paige, the ebullient Jack Oakie of old in a bit part, and some beautiful Technicolor photography of the Mexican Sierra and desert country mark this somewhat different western. Although there is considerable action and although Mitchum is satisfactorily menacing and heroic by turns, there are long pauses and the story is curiously episodic.

Mitchum plays an expatriate Texan who is "pistolero"—gunman—for a Mexican politician. On a trip to Texas to buy illegal guns he breaks a leg in a fall and meets Miss London, frustrated and roving wife of Gary Merrill, a U.S. cavalry major. He is tempted to give up his life in Mexico by both the attractions offered by Miss London and by an opportunity to join the Texas Rangers but flees after killing a man who had insulted the luscious Miss London.

Back in the confused Mexican political scene, he loses favor with his patron for refusing to carry out an assassination; meets Miss London and her husband there on a diplomatic mission; flees again for his life; saves the remnants of Merrill's troop after they have been decimated by Apaches and Merrill himself mortally wounded; deilvers Merrill's dying message to his wife, now a widow; and escapes the vengeance of his former Mexican employer in a final gun battle.

In spite of the script and editing trouble there are some good action sequences and all round excellent performances by the cast. Oakie plays a railroad real estate agent who is trying to arrange peace along the troubled border, and Paige is a cavalry trooper. Pedro Armendariz appears briefly as the Mexican politician.

Chester Erskine produced and Robert Parrish directed. The screenplay was by Robert Ardrey from a novel by Tom Lea who also has a bit part as the town barber who takes care of Mitchum during his convalescence.

Running time, 96 minutes. General classification. October release.

JAMES D. IVERS

Wolfson Lauds

(*Continued from page* 1)

supply and other exhibition problems, Wolfson said Skouras is one of those "not only trying to make more and better pictures but is one who has a great deal of consideration for exhibitors.

Urges Wide Support

"I think you will agree that he is certainly a distributor who expects and wants us exhibitors to remain in business. I want to urge every exhibitor to support this sales drive. Without our support he will not be able to make more and better pictures. I want to assure Mr. Skouras that Wometco intends to 'go down the line' for his program of more and better pictures and for this particular drive, and I hope that every exhibitor in the U.S. will see that his efforts, courage and faith are recognized and rewarded.

"Moreover, it is up to every exhibitor to provide comfortable theatres, with adequate sound, picture lighting, quality, parking, promotion, local advertising and publicity, to make the pictures earn their just return on the industry's investment. It is up to us to show our appreciation by supporting in every way possible the Spyros Skouras drive."

Praises Tidwell

Wolfson appealed to Florida exhibitors in particular to support the drive also as a mark of appreciation for services accorded them over the years by Tom Tidwell and his staff at 20th-Fox Jacksonville exchange.

Need for Liaison

(*Continued from page* 1)

renovated for the first roadshow engagement of Edward Small's "Solomon and Sheba."

"In addition to building and maintainig the largest and most effective field force in the industry," Lewis declared, "we are developing the closest possible contact with our field representatives and exhibitor clients in order that they may be fully aware of the campaigns and materials available to them to meet the specific needs and requirements of their situations. There is no substitute for the ready exchange of ideas and methods that this kind of working together produces."

Outlines Company Policy

Lewis said that the current Boston conferences reflected the company's policy of keeping UA representatives and exhibitors up to date on projected campaigns and to hammer out merchandising programs in terms of local requirements. He said UA will continue the same pattern of close liaison in other major exchange areas on important forthcoming product.

Fred Goldberg, UA national director of advertising, publicity and exploitation, and Al Fisher, assistant exploitation manager, took part in the Boston confrences led by Lewis and Sack to blueprint the extensive promotion campaign for the film's hard ticket opening at the showcase theatre on Dec. 25.

THE BIG ONES...
are advertised in LIFE
PARAMOUNT PICTURES'
BUT NOT FOR ME
in LIFE'S October 5th issue
LIFE® THE BIG ONE IN MOVIE SELLING

"FIVE GATES TO HELL" IS A SENSATIONAL HIT!

(20th told you so!)

BUFFALO – Center Theatre:

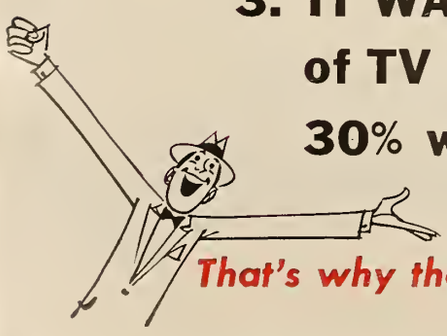
FIRST 3 DAYS – $10,165

LOS ANGELES – 19-theatre break:

FIRST 6 DAYS BIGGER THAN "BLUE DENIM"! *(ACCURATE FIGURES NOT YET COMPLETE)*

Here's the secret of the success of "FIVE GATES TO HELL":

1. **It's exciting entertainment!**
2. **It's just what today's public wants!**
3. **IT WAS PRE-SOLD: 70% on TV with exciting series of TV Trailers available FREE from 20th!**
   30% with terrific newspaper ads (see Pressbook)!



That's why the 20th success story is the hottest story in the industry today!

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